

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXV.

NEW YORK, OCT. 7, 1908.

No. 2.



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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXV.

NEW YORK, OCTOBER 7, 1908.

No. 2.

## SELLING DE LUXE HATS.

HOW THE CROFUT & KNAPP COMPANY IS WINNING POPULARITY FOR THE MOST EXPENSIVE DERBY MADE IN AMERICA—HAS MORE THAN DOUBLED ITS BUSINESS IN FOUR YEARS THROUGH THE MEDIUM OF ADVERTISING IN WEEKLIES AND THE MONTHLY MAGAZINES—HOW THE COMPANY MET THE INCREASE IN COST OF MANUFACTURE WITHOUT ADDING TO THE PRICE OF THEIR PRODUCT.

A man entered a haberdasher's store in Baltimore a few weeks ago, and taking from his head a derby hat, handed it to the clerk and said:

"Have you anything better than that?"

"Yes, sir," replied the latter, taking from the case a hat of another make and placing it on the counter in front of his customer.

"What is the price?" the man asked.

"Five dollars."

"I told you I wanted a better hat: not another at the same price," said the man. "If I desired another \$5 hat I would purchase the same make I am now wearing. I particularly asked you if you had anything better."

"There is a better hat known as the Knapp-Felt De Luxe derby that sells for \$6," returned the clerk. "We do not carry them in stock, but I can get you one."

"All right," said the customer, "order two. I want the best and am willing to pay the extra dollar to get it. No one, unless he's in the business, can tell the difference between two five-dollar hats of standard make, but anybody ought to be able to distinguish between one that sells for five dollars and another that sells for six."

After the customer had left the store a traveling salesman from New York, who had overheard the conversation, turned to the clerk and inquired:

"Are those six-dollar hats worth the price?"

"If a man wants the best derby that skill can make and money can buy a Knapp-Felt fills the bill," replied the clerk.

"Well," said the New Yorker, "when I first heard that the Knapp-Felt people charged six dollars for their hats I thought they were just plain robbers who wanted to pull the extra dollar out of people's pockets without giving an adequate return. If, as you say, they deliver the goods, then I have done them an injustice. And, by the way, you might put in an order for one of those hats for me, too. I am rather particular about head gear myself, and if there's anything better than I've been wearing, I want it."

The Crofut & Knapp Company, the manufacturer of the Knapp-Felt hat, has been making hats for half a century. James H. Knapp, founder of the firm and the maker of the first derby produced in this country, is still actively engaged in business as president of the company.

Like many other houses that have been conducting a fairly prosperous business along conservative lines, the Crofut & Knapp Co. was content until 1904 to get along without the use of advertising. To be sure, it sent out now and then a few circulars to the trade announcing the season's styles, but that was all. Newspaper and magazine publicity did not specially appeal to its managers. The firm was known to nearly every dealer in the trade and the salesmen on the road

turned in enough orders to keep the factory busy, so what was the use of spending a lot of money on advertising?

For years the largest hat manufacturers in the United States had sold their goods without trade marks. Fancy names were given the different styles, each retailer putting his own label in the hats he had to sell. The latter did not want his derbies marked by the maker, because he desired all the credit himself in order to strengthen his hold on local trade. There might be half a dozen dealers handling the same line of hats in the same city under their own individual labels and the public be none the wiser.

The question of advertising its goods under a trade mark had frequently been discussed by the Crofut & Knapp Co. Some of the directors who doubted the wisdom of spending money to extend trade founded their objections on the well-known hostility of the retailer to trade marked goods. If the company should attempt to force the dealers to stock up with hats thus branded it might result in a serious loss of business through their refusal to handle any of Knapp-Felt products.

On the other hand these same directors admitted that the articles that had the largest sale in the country were those bearing a trade mark. Few manufacturers of hats were known to the public. Why would it not be a wise scheme to see what advertising could do toward educating the public as to the value of the Crofut & Knapp Co.'s goods? Perhaps it could be done in such a manner as not to materially disturb present conditions in the trade.

It was finally decided to inaugurate an advertising campaign along restricted lines. Two hats were selected for exploitation, the Knapp-Felt, which retails at \$4, and a new creation to be known as the Knapp-Felt De Luxe, designed to be sold at \$6. The first was chosen because its price would appeal to the majority of men, and the latter because it represented the very acme of hat making and would be appreciated

by those who wanted the best that money could buy.

Up to this time the highest priced derbies known to the public were the Dunlap, the Knox and the Youmans. Because no more expensive hats had ever been offered it was generally supposed that no better hats could be made. To lift the five-dollar limit was the determination of the Crofut & Knapp Co. when it undertook the production of the Knapp-Felt De Luxe derby. And so it set its experts to work to design and create a hat that should represent the highest grade of material and workmanship, and the De Luxe was the result.

The advertising was placed in the hands of Robert A. Holmes, who had been selling hats on the road for the Crofut & Knapp Co. for ten years. When the house asked him to take charge of the publicity Mr. Holmes frankly told them that he didn't know a thing about advertising.

"What if you don't?" was the reply. "We have selected you because you know how to sell hats. All that we want you to do is to talk to the public in print as you talk to the dealers when you call on them. If you can do that our advertising will produce the results we are looking for."

Mr. Holmes said he would do his best and immediately started in to get up a plan of campaign. He had always been more interested in the advertising columns of the magazines than in the reading matter and had arrived at some pretty accurate conclusions as to what good advertising was. He believed that the same arguments used by the salesman to induce the dealer to purchase goods would be equally effective when embodied in an advertisement in influencing the public. Moreover, it seemed to him that the man who is in touch with the business could create the right "atmosphere" for the proposition in the advertising much more easily than could an advertising agent.

The first announcement of the Crofut & Knapp Co. occupied a four-inch space in the Philadelphia *Saturday Evening Post Au-*



# The Des Moines Capital

is a newspaper that subscribers  
are constantly praising

The Capital's subscribers have the Capital follow them when they leave home and call for back numbers which they may have missed. Every issue of the Capital is a personal matter. A newspaper that is sought in this way is a much better advertising medium than the newspaper that is not cherished independent of its news features.

The Capital really has a firm place in the hearts of the people of Des Moines and Iowa. Subscribers are frequently heard to say: "I take all of the papers, but the Capital I like very much the best. It is my favorite newspaper."

The circulation of the Capital is the largest in Des Moines and Iowa. The circulation was verified during the past year, a couple of weeks ago, by a representative of the Association of American Advertisers. He reported the circulation during that period to be 41,632 copies daily after deducting all returned, unsold and waste copies.

Any advertiser who is after business in Iowa can get it by using the Capital. Iowa is exceedingly prosperous, has not felt any depression in business, and the Fall outlook for business was never brighter.

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## *Eastern Representatives*

O'Mara & Ormsbee, Brunswick Building, New York, N. Y.  
Elmer Wilson, 87 Washington Street, Chicago, Ill.

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**LAFAYETTE YOUNG, Publisher**

gust 13, 1904. The advertising was continued for one year, the space being gradually increased. The results were so encouraging that the following year *Collier's Weekly*, *Life*, *Everybody's*, *McClure's* and the *Century* magazines were added to the list. These six periodicals are still the only ones in which the firm's advertising appears, the policy of the house being to increase the space occupied rather than the number of mediums used.

In talking with the writer about the results of Crofut & Knapp publicity, Mr. Holmes, who is sales manager as well as advertising manager, said:

"In four years we have more than doubled our business through advertising, a result that none of us believed could possibly be achieved in so short a time. I am willing to admit that we would not have been able to accomplish so much had we not had the hearty co-operation of our very efficient body of salesmen.

"The first effect of our first advertisement was to bring to us a letter from a customer in the Northwest which read as follows:

"I have just seen your ad in the *Saturday Evening Post*. Please double my order."

"Other customers wrote us similar letters, and a large number of retailers who had never handled our lines of hats opened negotiations with us.

"The salesman who goes out to sell a line of goods can at the very start make a good showing by taking orders from his friends and acquaintances, but there soon comes a time when he must be able to give some business reasons why a merchant should buy his line instead of the other fellow's. He is going to run up against the man with the icy glare—the one who cannot be moved by compliments, cigars or dinners, but who, like the man from Missouri, wants to be shown. It is right here that many salesmen get cold feet. If they do not know the strong talking points of their goods and how to present them convincingly to strangers, they are going to receive a letter from the

home office that will cut their trip short.

"It's the same way with advertising. If it does not carry a live message from a live house it will convince nobody and the money spent will be wasted. What we have tried to do in our advertising is to show the public in what particulars the Knapp-Felt hats are superior to all others. That we have succeeded is apparent from the heavily increased sales of the past four years—the best of all proof.

"I believe that we are to-day getting the benefit of every bit of advertising we have done since August, 1904. Not only has the volume of our business been doubled but we have been able to eliminate from our products a number of unprofitable grades which we manufactured during the slack season merely to keep our workmen busy. Even the 'seconds,' or 'knock-downs,' as they are called, bring higher prices than they did before we began to advertise.

"An important thing to be remembered in connection with the hat business is that prices are arbitrary. The dealer pays \$24 a dozen for \$3 hats, and \$27 for \$3.50. Hats are not retailed at fractional prices like \$3.10 or \$4.25.

"Therefore when the cost of materials or of workmanship goes up the manufacturer cannot add to his selling price. He must find some other way for making up the difference.

"We had been advertising our Knapp-Felt and De Luxe hats only a short time when the cost of materials entering into their manufacture and the price of labor sharply advanced. This brought us face to face with the problem of what to do to offset the increased cost of production so that we could continue to sell our goods at the arbitrary prices, already alluded to, without losing money.

"One way to achieve this result was to cheapen the product. But we couldn't do that, as 70 per cent. of the cost of manufacture is represented by labor, and if we cut down the amount of fur

## Mr. George P. Rowell Said in 1902 in "Printers' Ink":

"No city in America is so well covered by one newspaper as Washington is by The Star. Any man picking the best list of papers for advertising any given article, high priced, low priced or medium priced, would place The Star on that list every time."

What Mr. Rowell said in 1902 is true now even to a greater extent.

### *Circulation of The Evening Star*

	Sworn Total	Dy. Av. Net
1st 8 mos. 1908 .	7,646,501	36,586
1st 8 mos. 1902 .	6,986,687	33,589
Gain,	659,814	2,997

### *Advertising in The Evening Star*

	Sworn Total	Dy. Av.
1st 8 mos. 1908	14,182 cols.	67 $\frac{7}{8}$ cols.
1st 8 mos. 1902	12,899 cols.	62 cols.
Gain,	1,283 cols.	5 $\frac{7}{8}$ cols.

A large number of local merchants advertise exclusively in The Evening and Sunday Star.

They know that The Star completely covers the field, and that by concentrating their announcements in the best advertising medium they can sell the most goods for the least money.

DAN A CARROLL  
Tribune Building  
New York

W. Y. PERRY  
First Nat'l Bank Bldg.  
Chicago

of which hats are made or cheapened the quality we would soon lose the reputation and prestige that we have been fifty years in building up.

"You can see, therefore, that we were in a trying position. The only way out of the difficulty, we at last concluded, was to change the terms of discount. Our first move was to reduce them from 7-10 and 6-30 to 6-10 and 5-30. Notice of the intended change was sent out to our customers one month before our salesmen started out on the road. There was a decided tendency on the part of our customers to ignore the notice when our salesman called upon them. They gave their orders as usual but said they would fight out the question of discounts with the house itself. Then they wrote us letters to the effect that they would countermand their orders if we did not give them the old terms.

"We told them in reply that we were sorry they did not want to do business with us on the proposed terms and would cancel their orders if so desired. We assured them that all goods hereafter sold would be sold at the new rate of discount and that there would be no secret rebates. Everybody would be treated alike.

"Fully \$100,000 worth of orders were held up the first month after the new discounts went into effect, but, surprising as it may seem, we did not in the end lose a single one of those accounts.

"The next year, the same conditions of manufacture still prevailing, we decided to cut out all dating of bills. Up to that time it had been customary to give 60 days' dating on original orders, which added about 1 per cent. to the regular discount. You can understand that our letter announcing the change was not received with much enthusiasm. In some instances our line of goods was cut out, but eventually these dealers came back to the fold.

"Although the action of the house in reducing the rate of discount and in abolishing all dating seemed unwise at the time, it had the effect of putting our business

on a business-like basis. I do not believe there is a customer on our books to-day who does not entertain a warm personal regard for Crofut & Knapp Co., for they have all found that we have been absolutely fair and just in all our dealings with them."

When Mr. Holmes was in charge of the Boston office of the firm a number of years ago he was allowed \$100 a year for advertising. One month he issued a little four-page booklet called "The Hatman," of which 260 copies were printed and circulated in New England. It was filled with bright, snappy talk about hats that appealed so strongly to the trade that so many requests for copies were received that an extra edition had to be struck off. The success of the first number led Mr. Holmes to continue its publication from month to month until now it goes to a list of over 6,000 names, the most of them representing dealers who have requested the company to place them on the mailing list.

Naturally Mr. Holmes, who is still the editor, devotes the most of the eight pages of which the publication is now composed to the interests of the Knapp-Felt and De Luxe derby hats, and the men who sell them. The January and July numbers, consisting of 28 pages, contain pictures of the new shapes for the following season. Half-tone or line cuts of these pictures are furnished free of charge to the dealers who want to use them in their own local advertisements. One result of this practice is that there is to-day hardly a city in the United States in which the Crofut & Knapp Co.'s hats are not advertised without expense to the house.

When I asked Mr. Holmes to tell me something about the distribution of the company's products, he said:

"We sell direct to the dealers, and every line of advertising we put out is directed toward creating a demand upon them for our hats. We do the general educational work and they reap the direct benefit.

"We do not believe in giving

# Philadelphia Facts

The present circulation of the Public Ledger is **LARGER** than at any period in its preceding seventy-three years. **EVERY COPY** of the Philadelphia Public Ledger goes to a person or family with **BUYING** capacity and ability to discriminate between advertising—it is one hundred per cent. good.

The daily Public Ledger receives *more* "Want" advertising than any other paper in Philadelphia, morning or evening. In the first nine months of 1908, counting *every kind* of "want advertising" of every character, the record is as follows (the rates of all the papers being the same, all the advertising being paid for, and no special issues included):

	Lines
Public Ledger . . . . .	1,260,821
Inquirer . . . . .	1,185,454
Record . . . . .	685,563
Press . . . . .	563,183
North American . . . . .	571,153
Bulletin (evening) . . . . .	740,798
Telegraph (evening) . . . . .	263,415



The Public Ledger is a  
"Gold Mark" paper  
of Rowell's American  
Newspaper Directory

the exclusive agency for our hats to a single dealer in a town. We have received hundreds of letters from retailers offering all sorts of inducements for the exclusive right, but we have declined them all except in very small places where there are only two or three stores. While we reserve the right to sell to everybody, we do not always exercise it.

"Under the agency plan a retailer never knows where he is at. I have personally known of instances in which the manufacturer has taken away the right to the exclusive sale of his hats and given it to a rival without a word of explanation. Ours is the fairer policy. Dealers are everywhere allowed to buy as many hats as they can pay for.

While the Crofut & Knapp Co. has been engaged in the manufacture of soft felt hats for many years, its business in this line has not been pushed as hard as that of its derby hats. Moreover, the management felt that while the hats were of good quality they did not measure up to those produced by a few of the other makers. Believing that they could be improved and placed in the same class as their derbies, expert workmen were engaged to see what could be done. The process of manufacture and the materials were improved, new machinery was put in, and the facilities for doing the work were increased by the addition of an acre of floor space directly across the street from the factory in South Norwalk, where the Crofut-Knapp plant is located.

Last spring the company was satisfied that at last it was in a position to make soft felt hats that were equal to, if not better than, any other hats to be found on the market. The salesmen were posted on the new goods and were told that they need not hesitate to place them alongside Stetson's or any other make, for the materials were right, the styles were right and the workmanship could not be excelled.

In order to call public attention to the new line of soft hats a double page ad in colors was in-

serted in the August 8 issue of the *Saturday Evening Post* and a page, also in colors, in *Collier's Weekly* of August 1. The hat that was specially featured was a low crowned affair, slightly turned up on one side and down on the other.

The style was suggested by a young man engaged in the Boston office of the company who had the happy knack of putting any kind of a soft hat on his head and by giving it a touch here and a twist there make it look snappy and stylish.

One day the manager noticed that the young man had shaped his soft hat into an unusually fetching style. Edward Penfield, the artist, was called in to make a sketch of the hat which was finally reproduced in the August advertisements above alluded to.

In describing the felt of which the hat is made, the advertisement says:

"It is not like any other hat fabric, and is not intended to be. It is a product peculiar to the Crofut & Knapp shop and is not successfully imitated in any other make. The delightful mellow texture is a unique feature of Knapp-Felt."

When the salesmen went out on the road last spring they were furnished a schedule of the advertising to be run during the summer, beginning the latter part of July. They were shown copies of some of the ads and noted that they dealt not only with the vital points of hat manufacture, but gave a lot of information about materials that had not before appeared in print.

Out on the road the salesmen found soft hat business backward. Merchants were apathetic. Many had large stocks of soft hats left over because of the poor demand for this kind of headgear. But the advertising argument took and the orders came rolling into the factory, which has been kept busy all summer. The September demand which followed the August advertising is said to be the largest September business in the history of the company.

FRANK LEROY BLANCHARD.

## DETROIT ADCRAFT CLUB.

The September meeting of the Detroit Adcraft Club, which was held in Alt Heidelberg, brought together the members for the first time this fall. After a dinner that put everybody in good humor, the club got down to business. One of the first things done was to pass a resolution to continue the *Adcrafter* as the club's official organ. It was also decided to entertain the ladies on the fourth Tuesday of each month. The Saturday noon luncheons at the Penobscot are to be continued, the feature of each to be short crisp talks by men who do things. W. O. Chamberlin was elected corresponding secretary to succeed L. A. Pratt, who has moved to Hillsdale, Mich.

Marshall Robie, formerly press representative for Hapgoods, and manager of the Union Press Association, has been appointed managing editor of *Business Life*, a new magazine devoted to the "human side of business." The first number, it is said, will appear in October. Among those interested in the enterprise are J. Berg Esenwein, who has been editor and manager of *Lippincott's*, and H. N. Tolles, formerly connected with John Wanamaker and *The Booklover's Magazine*.

The Des Moines (Ia.) *Capital* has just received from the Association of American Advertisers, as the result of an examination made by its special auditor, a certificate showing that the average daily circulation of the *Capital* from Sept. 1, 1907, to August 31, 1908, was 41,632 copies.

Louis Barker, advertising manager of *Town Topics*, who has just returned from an extended trip through the West, reports that business is excellent throughout that territory. Manufacturing concerns are resuming operations, and the crops that are being harvested are large.

## LIST OF AUTOMOBILE PAPERS.

Editor of PRINTERS' INK:

CHICAGO, Sept. 16, 1908.

Could you publish in your next issue a list of automobile papers and their addresses?

Yours truly,  
NATIONAL HARNESS REVIEW.

You will find what you want on page 1513 of Rowell's Newspaper Directory for 1908.

## Facts for Advertisers

The Chicago Record-Herald has added still another month to its record of advertising gains

*Display Advertising  
Gained 18%  
in August, 1908*

over August, 1907, and the charges for classified advertising increased five and four-tenths per cent. A notable showing for the dog days

*The Chicago  
Record-Herald*

*The German Weekly  
of National Circulation*

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

### GOOD OPPORTUNITIES

are afforded young men to learn Advertising, by the Harlem Y. M. C. A. Evening Institute, which has installed a thorough and Practical Course in Advertising Instruction. Course commences October 13th. Enroll now. Call or write to

Young Men's Christian Association  
11 West 128th Street



## WHY NOT UMBRELLAS?

A NEW ADVERTISING CAMPAIGN STARTED BY A BALTIMORE HOUSE WHICH SEEKS TO BUILD UP A NATIONAL DEMAND FOR A TRADE-MARKED UMBRELLA.—BEGINS IN A SMALL WAY BUT APPEARS TO HAVE BIG POSSIBILITIES.

The rain it raineth every day,  
Upon the just and unjust fella;  
But chiefly on the just, because  
The unjust has the just's umbrella.  
—Life.

The average umbrella leads a life of moral uncertainty. Who its owner is, whence it came and whither it goes are alike ephemeral. Even its physical substance is without a sponsor, for oddly most umbrellas don't bear their manufacturer's name; and with the purchaser usually forgetting where he bought his umbrella, there is an end to responsibility.

So, if a rib breaks or comes loose, or the fabric splits, one is firmly of a mind never again to buy an umbrella like that, yet the blame isn't readily fixed, and one may have the same experience all over. Altogether it is an irresponsible proceeding. And this is aside from the 50,000 umbrellas left on street cars in New York City last year. It is then the homeless, nameless umbrella appears at its worst. I often think the heavens bathe umbrellas with the waters of Lethe.

The umbrella house of Beehler is the oldest in America, having been founded in 1828 by the grandfather of the present William H. Beehler. For some years Mr. Beehler has been advertising in the daily newspapers and street cars of Baltimore the advantages of buying umbrellas and parasols at his retail store. The salient features of the advertising were the freshness and variety of styles, due to the fact that the umbrellas were made on the premises, and that they bore the name of William H. Beehler, the maker, thereby guaranteeing their serviceability.

The Beehler ads are perfectly familiar to every Baltimorean. The retail advertising has been

successful from the beginning and has built up a high-class business. As evidence of this was a remark of a customer recently, "Why, I didn't know Beehler sold dollar umbrellas." As a matter of fact more are sold than of any other grade. Mr. Beehler overheard the remark, however, and promptly advertised his dollar umbrella and sold more than a thousand within the month.

So much for Baltimore. "Then," reasoned Mr. Beehler, "why not a national campaign? The name Beehler is well known in the umbrella trade. Why not go to the people with a trade-marked umbrella, one that bears my name as a guarantee of superior workmanship and with the prestige of 80 years behind it? No umbrella has ever been nationally advertised, but that's no reason why it can't be, and if advertising sells the luxuries, it surely will sell a necessity like an umbrella."

But Mr. Beehler decided to go the trade-marked idea one better. He would doubly identify his umbrellas. Whereupon he patented a means of weaving into the fabric of an umbrella the name and address of the person who bought it. In this way the um-



## You can keep a NAME-ON

It has your signature woven right in the fabric on the inside of a Beehler umbrella, —see picture. Your name and address in a NAME-ON keep it from getting lost. It can't be taken by mistake—it identifies itself. You may forget it or lose it, but it is bound to come back.

The NAME-ON is the best umbrella made. It is the latest product of our 80 years' experience. It is light. It is strong and durable. It rolls close and has a distinctive style. It is made for men and women in all sizes.

## The NAME-ON Lasts!

The cover and case are a Taffeta woven, water-proof gloria silk guaranteed not to crack or split. Extra close-rolling frame. Crucible steel ribs that we guarantee won't break, come loose, or rust. The NAME-ON has a patent slide for raising and lowering, —you can't pinch your fingers and you don't have to hunt for the catch.

For gifts NAME-ON umbrellas are ideal—they are truly a keep-sake—with any name you wish woven in.

For \$2.00 we will send you, express prepaid, in the U. S., this better class umbrella with your name and address woven in with any color silk desired. If upon examination of the umbrella you don't like it, send it back and we will refund your money.

Send for leaflet, descriptive of handles.

The oldest umbrella house in America.

**WILLIAM H. BEEHLER, 304 West Lexington Street**  
Patents Pending Baltimore, Md.



(S P. M. Nov. 3, 1908)

### Don't Bother Me with Election Returns. Returns From My Ad. in COMFORT Are Working Me Overtime

#### Two Events of Signal Importance to Mail-Order Advertisers

Will occur, like a conjunction of the planets, next November. Of course it is understood that one is the presidential election, but what is more to your especial interest and immediate advantage is to learn that the

**GREAT, SPECIAL, JUBILEE-SOUVENIR NUMBER OF COMFORT**, which goes to its **Six Million Readers** next November, unquestionably offers the most valuable advertising opportunity ever evolved.

It will be dressed in tinted covers with a specially designed title page emblematic of the occasion,—**COMFORT'S Twenty-first Birthday**. It will be the **Biggest, Brightest, Best COMFORT ever Issued**, and, in addition to all the usual editorial and literary matter, will contain popular **Songs and Music, New Games and Puzzles, Wit and Fun, Six Select, Smart, Sharp, Snappy, Spicy, Surprising Short Stories** and interesting **Special Articles** appropriate to the occasion and **Profusely Illustrated**.

This **Souvenir Number** will be so attractive and interesting that it will be read from cover to cover by **Every Member of Each Subscriber's family**, loaned to friends, and finally **Preserved as a Souvenir**.

We bank on it as a **Subscription Getter**, and for that purpose shall print an **Extra Large Edition for Samples** and for club-canvasser's use.

The time of issue is especially opportune, not only because November is a good month for mail-order and subscription business, but also because this souvenir edition will reach our subscribers **just after election**, when they will have leisure to read and, as their crops will be **harvested** and largely marketed, **money also** with which to buy what they see attractively advertised.

November **Souvenir COMFORT** just fits every phase of the situation and offers **Extraordinary Advertising Value at Regular Rates**.

November **COMFORT** will do the trick.  
Order large space and send copy quick.

Forms close October 15. We begin mailing October 26th to Pacific Coast States to reach subscribers just after election. Send through any advertising Agent or apply direct to

**W. H. GANNETT, Publisher, Inc., AUGUSTA, MAINE**

New York Office:

1105 Flatiron Building

W. R. Jenkins, Jr., Representative

Chicago Office:

1635 Marquette Building

F. H. Thomas, Representative

rella becomes practically loss-proof. It is no longer homeless or nameless. In fact, it bears two names—Beehler's stamped in the frame and the owner's woven in the fabric. And so the Name-on umbrella came into existence.

The complete story is best told by the accompanying advertisement. It is still a mail order proposition, inherently so as it is a made-to-order product. Incidentally you will notice that the frame and fabric of the umbrella are guaranteed.

Someone recently asked us why the man who first made umbrellas didn't think of putting the owner's name in them. Well, surely, the first umbrella maker was a mechanic and not a psychologist. And of course he couldn't foresee that human frailty would seek such an outlet for self-exemplification as an umbrella. At any rate there are a good many people carrying Name-on umbrellas who look upon Mr. Beehler as somewhat of a benefactor.

MALCOLM MOORE,  
Advertising Manager for  
Wm. H. Beehler.

## MYRON TOWNSEND

### The Sporting Editor

Original Sportograph Man at liberty. Best circulation builder. Myron Townsend's name is his trade mark. Authority on sports.

Originates unique ideas, news features, catchy write-ups, cleverly concocted editorials.

Townsend's picturesque personality, sparkling style, artistic workmanship make sport page throb and puts money in coffers of publisher.

His command of English language cuts clean. No rakings.

Clean living, widely read, much traveled, honest Sporting specialist with international reputation. Human interest and expert knowledge permeate writings.

His sportorials on baseball, football, pugilism make sportsmen sit up and take notice.

Townsend's sporting page® talk of town. Boston, St. Louis, etc.

He can make yours talk.  
Address PRINTERS' INK.

## HAD AN EYE TO BUSINESS.

"I do believe in advertising," remarked the merchant, "but I don't think your proposition is a good one. It's going too far."

"Oh, but, you know," remarked the advertising man, "you can't go too far when it comes to profitable advertising."

"Can't you? Well, I think one can. And to prove my case I'll tell you a little story. A friend of mine is the proprietor of a large floral establishment. He is what one would call rather close-fisted for when he confers a favor he expects a value in return for it. As his establishment is a large one he is frequently called upon by the churches to donate flowers on special occasions.

"Of course, this annoys him, even though he knows that his seeming generosity is the cause of many an order for flowers from the members of the congregations of the churches he favors. In order to make his donations bring him still greater profit, he one day hit upon a scheme which pleased him immensely.

"Shortly afterward he was asked by one of the largest churches in the city to contribute some flowers for the decorations at one of their parties. As the congregation is composed almost wholly of wealthy people my friend consented on condition that he be allowed to arrange the flowers. This was readily agreed to. Furthermore he made them promise not to look in on him while he was doing the work.

"That evening, when over two thousand people gathered in the church they found a beautiful flower garden banked up on either side of the church. Every one gasped, but they didn't gasp because of the beauty and the immense outlay of flowers, but at the motto in white flowers on a scarlet background which read:

"Buy Your Flowers Of Blank!"

"Well," the merchant queried, "have I proved my point?"

The ad man nodded.

GEORGE F. WILSON.

## STRIKE STREET CAR REBATES.

CHESTER, PA., Sept. 11, 1908.

*Editor of PRINTERS' INK:*

Here is a nut for street car advertisers to crack. "Should a rebate be claimed for advertising in street cars that are being boycotted by the public, because of a strike that is in progress?"

I have been led to propose the above question because of the peculiar and prolonged strike that has been in progress in Chester during the past five months. During about two months of that time the boycott was so effective that only motormen and conductors had an opportunity to read the advertisements. Since then traffic has grown slowly until now it is about one-fourth its normal amount, and the outlook indicates that this state of affairs will be continued for a long time yet.

It appears to me that if ads in these cars are being paid for at a rate that maintains when travel on the cars is normal, the advertisers are NOT getting now an equivalent for their outlay.

A PUZZLED ONE.

There is no general rule that will cover the questions involved. Undoubtedly any advertising agency operating in the street-car field would be willing to, and probably does, give rebates in cases where clients are not receiving the full service for which they have contracted. The amount of the rebate would, of course, depend entirely upon the circumstances of each individual case.

## HANDLERS OF PREMIUM GOODS.

RICHMOND, VA., Sept. 3, 1908.

*Editor of PRINTERS' INK:*

We are in the market for some spoons for to use as premiums in package coffee and we ask that you kindly give us the names of two firms that manufacture this class of spoons.

BOWERS BROS., INC.

S. F. Myers & Co., 47 Maiden Lane, New York, and Barton & Spooner Co., Cornwall, N. Y., whose announcements appear elsewhere in this issue, handle premium goods.

Not many stores run a private line of stages for the accommodation of its customers. The Siegel-Cooper Co. and Greenhut & Co., of New York City, therefore show enterprise of an unusual character in establishing a free system of transportation for its customers in 18th St., between 3d Ave. and 6th Ave., where the two stores are located.

# Porto Rico's

commercial future is brighter than that of any other territory or possession of the United States. New business is being secured every day and manufacturers of the United States are making every effort to introduce their products to the Island's one million population through judicious advertising.

A controlling interest in the only billposting plants and general advertising agency on the Island is for sale to an experienced advertising man who would take over the general management of the business.

The Company was incorporated under the laws of Porto Rico with a capital of \$10,000.00 and has secured franchises for the four principal cities of the Island from The National Billposters and Distributors' Association of the United States and Canada. The construction of Iron bulletin and Billboards has already been begun, some 1,500 feet having already been erected.

For further information  
address

The Advertising Co.  
of Porto Rico

3 Tetuan St., San Juan, P. R.

## Kicks and Halfpence

"As one goes from John O'Groats to Land's End one gets more kicks than half-pence."—Old Saying.

By Earnest Elmo Calkins

An advertising agent, worrying about the health of various members of his family, realizing that for years he had paid the family doctor a good-sized bill every six months, conceived a happy idea.

A severe case of diphtheria had broken out in his house, the baby had the croup, his oldest boy had sprained his back playing football, and he himself had an old enemy in the shape of sciatica.

So the advertising agent got the city directory and checked off the names of all the important doctors in town, called for a stenographer and wrote each one the following letter:

A. B. ALLOPATH, M.D.

DEAR DOCTOR—Please let me have at your earliest convenience your lowest estimate for treating the following cases, including prescriptions and all consultations whether at the house or at the office:

- 1 case malignant diphtheria.
- 1 case croup.
- 1 case sprained back.
- 1 case sciatica.

It is only fair to tell you that your competitors have been given a chance to figure on this same list, so I hope you will be able to get your figures down to bedrock. I must ask for a reply by return mail as the case of diphtheria is serious and requires immediate action.

Yours very truly,

JOHN ADSMITH.

Now, wait a minute. I know such a thing never happened, but suppose it had?

You, Mr. Advertiser, would think it preposterous, not because it ignored the rules of medical ethics, but because when a doctor must be called in, service is the most important element to be considered. You want first a good doctor, and no amount of cheapness could make up to you for an incompetent one. The life and health of your family are too important to be tampered with—but how about the life and health of your business?

Did you ever send a list of magazines or newspapers to an advertising agent and ask him to give you his lowest price on the entire list, saying nothing whatever about what business, who was to prepare the plan, who was to prepare the copy, or who selected the list?

You reason that it takes a very able medical man to successfully cope with diphtheria, to say nothing of keeping a twelve-months' child from choking himself to death, and alleviating the pinch of an old-fashioned rheumatic attack. You think a man must know something to do these things. You want the best doctor you can get. Price is not paramount; service is everything. You realize that you might find a doctor who would work for one-tenth the amount you are paying, but that doctor might make a single mistake which would cost you the life of some one dear to you. Therefore, you recognize the ethics of the medical profession and call in the doctor you need. You demand service first. Price is second.

Doesn't it occur to you that you are just as likely to know as little about advertising as you do about medicine? How should you know what list of magazines you want to use any more than you should know the course of treatment you would give for diphtheria? How can any real advertising agent tell you what a campaign would cost until he knows what the campaign is?

\* \* \*

While sickness and health, and life and death are one matter, and business is another, many business men do a businesslike thing in one department of business and an unbusinesslike one in another.

The head of a corporation, for instance, a large manufacturer with many valuable patents to

# National Food Magazine

## (WHAT TO EAT)

is a monthly publication edited by Paul Pierce. It was awarded  
*Highest Honors, Grand Prize and Gold Medal by the International Jury of Awards, World's Fair, St. Louis.*

SUBSCRIPTION PRICE, ONE DOLLAR A YEAR

**Wanted agents everywhere to write us for our most attractive proposition**

**T**HIS is the only magazine of the kind in the world and can be most successfully combined with other publications by the agent in his solicitations. This magazine has been published for twelve years and is the magazine that is striving for the enactment of laws that will prohibit the manufacture or importation of any food or beverage deleterious to public health. If its teachings are followed and its recommendations heeded, it will make the fact that a food product originated in the United States a guarantee as to its purity and wholesomeness.

This is the magazine that offers prizes every month for the best table story, for the best toast or sentiment, for the best entertainment suggestion and for the best recipe, kitchen or dining-room suggestion. It is of great value to any housekeeper who desires to entertain, or host or hostess that desires to be entertaining.

A meeting of the Executive Committee of the National Association of State Dairy and Food Departments passed the following resolution: "Be it Resolved that we hereby recommend this publication to the great consuming public of the country and also to the retail grocers in this country, and to all who are interested in the subject of pure food; and we further recommend that the various State Food Commissioners and Chemists mention this magazine in their monthly bulletins and reports and through such other means as they have."

The *Cleveland World* says: "If you are interested in good health and long life, if you want protection from food poison, get a copy of the *National Food Magazine*. Besides, it takes sunshine and happiness into every home."

The *Chicago Tribune* says: "Paul Pierce, of *What To Eat*, The National Food Magazine, when called upon for a speech, urged those present to write,

telegraph or make known to their congressmen their desire for a national pure food law."

The *Chicago Daily News* says: "The National Food Magazine is doing all in its power to awaken the people to their sense and need in regard to pure food, and is showing the urgent need of government protection."

The *St. Paul Dispatch* says: "Paul Pierce, Editor of the National Food Magazine, is pushing hard for pure food legislation. Wherever there is a convention of tradesmen in food products, there he is, preaching the gospel of pure food law."

The *Minneapolis Tribune* says: "*What To Eat*, The National Food Magazine, began the great pure food crusade years ago, which since has stirred the United States. An article from this magazine was read in the United States Senate and proved the most powerful argument that has yet been produced for national food legislation."

The *Hartford Post* says: "Not only the housewife but gentlemen of the household and club will find it interesting."

The *New York Sun* says: "Interest in the magazine is not confined to the city in which it is published."

The *Boston Globe* says: "In every way superb."

The *New Orleans Daily Item* says: "Every woman should send for it at once."

The *Rochester Post Express* says: "Full of sage and seasonable advice."

The *Detroit Free Press* says: "Bright and readable."

The *London Bookseller* says: "A publication that deserves attention."

The *Wilkesbarre Reporter* says: "The finest thing of the kind ever attempted."

The *Minneapolis Journal* says: "Wit and wisdom throughout."

The *London Epicure* says: "Printed exquisitely, illustrated delightfully and its contents are worthy of its exterior."

N. W. Burchell (high-class retail grocer), Washington, D. C., says: "An excellent food publication and greatly appreciated by those familiar with it."

Oscar, of the Waldorf, says: "It is unquestionably the leading dietetic and culinary magazine of the world."

*Advertising rates and sample copy on application.*

THE PIERCE PUBLISHING CO., HERALD BUILDING, CHICAGO, ILL.  
 GERALD PIERCE, PRESIDENT.



protect, would never contemplate sending a letter to all the important law offices in his community as follows:

THE HON. WILLIAM A. BLACKSTONE.

DEAR SIR—I find that we will be in the market the forthcoming year for legal talent

- 1—to defend one suit for infringement of copyright;
- 2—to prosecute one firm for infringement of patents;
- 3—to bring suit against a selling agent to enforce a contract;
- 4—to repel an attempt on the part of a competitor to do business under our name;
- 5—to sue a dealer for an overdue account;
- 6—to bring a test suit before the supreme court to establish the validity of a certain decision.

Kindly send us your lowest net estimate for handling all these cases for one year, and kindly let us have such estimate at the earliest possible moment as the papers in a number of these cases have already been filed. We wish to impress upon you the importance of making your figures low and will mention that this same proposition has been put up to your competitors, although we will be very glad to turn the business over to you, provided you can bring your figures down within our reach.

Such a letter sounds absurd, but it is not more absurd than the following:

GENTLEMEN—We are in the market for the following advertising, and would like you to quote us upon the same:

McClure's	2½ pages
Everybody's	1½ pages
Our Animal Friends	2 pages
Theatre	1 page
Good Housekeeping	3 pages
Motor	3 pages
Automobile	3 pages
Literary Digest	¼ page
Country Life in America	¼ page
Suburban Life	¼ page
Collier's	2 inches
Rudder	¼ page
Life	¼ page
Broadway	¼ page
Kindly let us have your lowest net	

price for this advertising at the earliest possible moment; we want to catch next month's magazines.

Your attention would be appreciated.

Yours very truly,

Few manufacturers think they understand law or medicine. Most of them think they understand advertising.

Spending money in advertising doesn't make a man an expert in advertising, any more than paying doctors' or lawyers' bills makes him an attorney or a physician.

The real truth is that advertising as a profession is in a transi-

## MAN WANTED

Successful agent (specialist in writing and designing) is about to establish a general advertising agency in New York City, and wants as partner an agent or solicitor controlling desirable accounts—preferably with capital.

This is an exceptional opportunity for the man who can measure up to it.

**Box A PRINTERS' INK**

The same advertisement inserted twice, once in 1907, once in 1908, increased its returns over 200%; it paid three times as much the second time, in *THE INTERNATIONAL STUDIO*—the most luxurious magazine in America and the only monthly approaching 10,000 subscribers at \$5.00 a year.

Walter A. Johnson, *Business Manager*, 114 West 32d Street, New York



tory state; the other professions were settled long ago. Advertising will not be established as a profession until advertising men themselves insist upon it—insist that what they sell is not a job lot of space in publications, but advice, counsel, service. Placing advertising in magazines or newspapers is a clerical operation which can be performed by any competent bookkeeper.

An advertising agent is or should be a man retained by a manufacturer to look after his advertising, just as he retains an expert accountant to audit his books. One of his duties is buying space as cheaply as possible, but that is only one of his duties, and by no means the chief one.

The first thing is to decide in what mediums space is wanted; then buy the space, and afterwards fill it. To perform these operations successfully he must first be in the pay of his employer. The first step in securing good advertising service is to secure a good advertising agent, just as the first step in prosecuting or defending a lawsuit is to secure a good lawyer.

When the manufacturer has secured a good advertising agent, the next thing is to let him carry out his plan of campaign. Either the advertising agent is competent to prepare a successful plan or he is not. If he is not competent, he should not be employed. If he is, he should not be molested. If any man dared to bother either his lawyer or his physician with as much advice, interference, suggestion and command as the average manufacturer shows toward his advertising agent, he would be in a position to employ a new physician or a new lawyer immediately.

The manufacturer has lots to learn about advertising, and a good deal to learn in the treatment of an advertising agent. Of course, he is learning it slowly and, of course, it is the policy of the advertising agent to let him learn it slowly. If they tried to teach him these things fast, a great many relations, pleasant and otherwise, would be severed.

The advertiser who knows just



## Anything Better

Than good homes in  
which to seek busi-  
ness?

## THE LADIES' WORLD

For December

will tell your story in  
over half a million  
desirable homes.

A hurry order will  
catch it.

Don't delay an hour.

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---

S. H. MOORE CO.

Publishers

NEW YORK

how his goods should be illustrated, the advertiser who has theories on art, the advertiser who knows just how an advertisement should be displayed, the advertiser who picks his mediums entirely from those publications which he personally likes, irrespective of the kind of goods he is selling, are among the advertisers who have much to learn—that lesson of keeping a dog and letting the dog do the barking.

#### HOW CAN THE AD SCHOOL GRADUATE GET A POSITION?

TORONTO, ONT., CAN., Sept. 26, '08.  
Editor of PRINTERS' INK:

I take the liberty of writing to you on a subject which, I am sure, is of interest to all students of Publicity, and especially to those who, like myself, are just starting in the profession.

I am a Scotsman and came to Canada eighteen months ago. I am a young man of the highest character, have a splendid education, and much commercial experience. I am at present employed as a clerk in one of the largest Canadian banks.

I have always shown a keen interest in anything appertaining to business, and shortly after coming to Toronto I enrolled for a course in advertising with one of the well-known schools. This course I finished to the entire satisfaction of my instructor, who complimented me for the efficient progress I had made in the science.

Now, my difficulty is in obtaining a position where I can put my knowledge to the test. I have applied for several positions and although I write a letter which elicits a reply, when I call the sales manager will say: "Oh, but we want some one of experience." I will give you a case in point:

Recently I was asked to call and interview the sales manager of a large wholesale house in the city. When I called the manager informed me that they wanted to increase their business. A copy of their monthly catalogue was handed to me with the question: "Could you improve upon it?" Looking it over I informed the manager that I could improve upon the work.

After conversing for a short time the manager said: "Of course, I am only experimenting with you. You have no practical experience in advertising. You are as green as grass. What we want is a man of experience."

I met his argument by saying that it was only natural he should look for experience, but that he must remember the inexperienced man must gain experience, and it was only by being tried that the inexperienced could be found satisfactory.

Now, Mr. Editor, I should like to know how a beginner in advertising can ever hope to make good, if only experienced men are employed whenever a vacancy occurs. The experienced must have been inexperienced at one time. How did they get a start?

This is a question which affects the whole advertising fraternity, and I hope your readers will state their views along this line.

I enjoy reading PRINTERS' INK very much, and I observe an improvement in it with each number. The "Prosperity Number" was simply great, and should go a long way towards stimulating the reaction which is now upon us. Believe me,

Yours faithfully,  
ST. MUNGO.

The trouble with many young men who have taken courses in advertising is that they apply for positions that they can not possibly fill. No advertising school can so thoroughly equip a young man for the work that he can take the advertising management of a large concern and carry it on successfully from the start. Some of the correspondence schools tell their pupils that they will be able to fill positions paying from \$25 to \$100 a week after they have completed the course. As a matter of fact the young man who can get \$15 a week at first is lucky.

How many physicians are there who, after taking a three or four years' course in a medical college, earn \$1,000 the first year? Very few. The same thing can be said of lawyers.

All that the best schools in advertising can possibly do is to give their students the foundation principles of the business. Their future success depends on how they make use of the knowledge they have gained.

Several courses of action are open to the ad school graduate. The first is to get hold of some merchant who prepares his own advertisements and offer to write a few ads for him free of charge. If you do good work he will be glad to use them and later on will probably be willing and even anxious to pay you for your services. With a dozen or more printed ads in your possession it will be easy to show other merchants what you have done, and can do.

Another way to make progress is to apply for a position as an assistant to an advertising manager or an agency. Large advertisers usually carry a staff of from three to a dozen persons.

## WHO WANTS A WALKIST?

New schemes for obtaining publicity for a proposition are hatched out every day in the year, but unfortunately only a few possess merit, the others being worthless or impracticable. Persons who are unfamiliar with the advertising business are the ones who originate or think they originate some brilliant ideas. Here is one that was submitted to several New York agents by a firm of Bridgeport lawyers. Its ridiculous character is evidently not appreciated by the writers of the following letter:

*Gentlemen:*

At the request of one of our clients we herewith submit a unique and profitable plan of advertising for your patrons.

He will walk from coast to coast, e.g. from New York to Seattle, Wash., to the Alaska-Yukon Exposition, and will wear such costume or uniform as may be suggested, and distribute such advertising matter as your patrons manufacture, sell or supply. On his journey he will obtain a letter from the postmaster, mayor or any officials desirable, of the places through which he passes, certifying to that fact.

You can readily appreciate the widespread advertising value this will be to your patrons. The newspapers in every place through which he passes will undoubtedly devote valuable and important space in commenting on this unique plan. And in addition to this valuable advertising, your patron's products are being held before the public by this man's presence in an attractive uniform together with his distribution of the advertising circulars, souvenirs, etc., that are supplied him.

Such a trip to the Alaska-Yukon Exposition, for example, would receive as much comment in the press of this country, as did Weston, in his walk to Chicago, recently.

If such a trip is too long, our client will cover any itinerary that may be desirable.

He will agree to travel between twenty-five and forty miles a day; according to your wishes.

He was formerly connected with the Danish infantry; and is prepared to furnish his services at ordinary day wages.

We shall be glad to give you such additional information as you may desire.

Awaiting your early reply, we remain,  
Very truly yours,

## WHAT KIND?

(From Sioux Falls *Argus Leader*.)

**Earl Pitcher is full of business.**

It is to be hoped that Earl is not in the booze business.

## To Advertisers

ONLY high-grade advertisements of thoroughly reliable firms are solicited for TOWN TOPICS. No better medium is offered this class of advertisers.

LOUIS BARKER

*Advertising Manager*

452 Fifth Avenue New York

## Newspaper Plant For Sale Cheap

Because of recent installation of two quadruple color presses and new stereotype outfit, the New Orleans *Item* offers for sale one Scott 3-deck, straght-line, 7 or 8 column printing press, with extra color deck, complete with stereotype machinery, blankets, rollers, etc. Stereotyping outfit includes a number of new pieces, and roller matrix machine. Also two 35 horsepower electric motors, and if desired, steam engine and boiler. This outfit has been printing an edition of approximately 30,000 daily, and Sunday, with color sections on Sunday, and is for sale only because necessity for larger mechanical facilities.

Address

FREDERICK I. THOMPSON,  
225 Fifth Ave., New York City,  
or James M. Thomson,  
care The New Orleans *Item*,  
New Orleans, La.

## Business Going Out

The George Batten Company, New York, has received an advertising appropriation from Barney & Berry, manufacturers of skates, and will conduct a campaign in farm papers.

Arnold & Dyer, Philadelphia, are asking rates from newspapers on some watch business.

Louis Urmy, New York, is making 2,000 line contracts with newspapers for the Pinaud preparations.

The Joseph G. Darlington Company, Philadelphia, merchandise, is sending copy direct to Pennsylvania newspapers.

Lord & Thomas, Chicago, are making 5,000 line contracts with newspapers in the Middle West for the Saskatoon and Western Land Company.

Eight inches for 26 insertions is going to weekly papers in the Northwest for the advertising of the F. Mayer Boot and Shoe Company, from Otto J. Koch, Milwaukee.

J. Rieger & Co., mail order whiskey, are using 100 lines, until forbid, in newspapers through Kastor & Sons, St. Louis.

Ten thousand line renewal orders are going to newspapers from the Corning Agency, Minneapolis, to advertise the Gatzin shoe.

The Humphrey Agency, St. Louis, is making 2,500 line contracts with newspapers for the Vacuum Cotton Picking Machine Company.

The advertising campaign in farm papers of Thomas B. Jeffrey & Co., manufacturers of the Rambler Automobile, has been such a success that renewal orders for 300 lines, 8 insertions, in those papers which brought the best returns, are being made through the Chicago office of the J. Walter Thompson Company.

Advertising of the Lancia Italian Automobile is being placed in daily newspapers of New York, Boston and other cities by the A. W. Erickson Advertising Agency, New York.

Arnold & Dyer, Philadelphia, will have charge of the advertising of the Gillette Safety Razor Co., after January 1st. A selected list of newspapers will be used in addition to magazine space.

E. T. Burrowes & Co., Portland, Me., are using about 50 lines, double column, in newspapers in larger cities to advertise their parlor games. The business is being placed by C. Ironmonger, New York.

The Blackman Company, New York, is placing yearly orders with a list of leading magazines and class publications for the J. L. Mott Iron Works, advertising Imperial solid porcelain and Mott porcelain enamel bathroom fixtures.

The 6% interest bearing bonds offered by the Astor Estates Company, New York, are being advertised in daily newspapers in eastern states by Frank Seaman, Inc., New York.

The Mondon Manufacturing Company, mail order proposition, is using 244 inches in newspapers through the Long-Critchfield Corporation, Chicago.

The A. A. Erickson Advertising Agency, New York, is placing a line of copy for bids, for the construction of a railroad in South America.

Ten thousand line contracts (renewal) are being made with newspapers by E. H. Clarke, Chicago, for the Swanson Rheumatic Cure Co., of the same city.

W. S. Hill, Cincinnati, is making 10,000 line contracts with Kentucky newspapers for the Christian Moerlein Brewing Co., of the same city.

Renewals for 233 inches, 22 insertions, are going to newspapers from Nelson Chesman & Co., St. Louis, for Dr. Bell's Pine-Tar-Honey.

The advertising of the Frank E. Davis Fish Co., Gloucester, Mass., has been cancelled for the present owing to the scarcity of fish. As soon as this firm can supply the demand for their goods the advertising will be resumed.

The fall magazine list for the O'Sullivan Rubber Co. has been made up. Page copy will be used in a large list of publications through C. C. Cameron, manager of the Boston office of the J. Walter Thompson Co.

The C. M. Clark Publishing Co. is sending out orders to magazines for 12 lines classified. Display space will probably be contracted for later. The business is placed direct.

The Lord Advertising Agency, New York, is using space in women's publications to advertise The Light of Asia Co.'s perfumes, a mail order proposition. Space in the classified sections of magazines is being used for the Acetylene Lamp Co.

Jules P. Storm, New York, is adding additional papers to the list for the Union Watch Co. advertising, which aggregates 5,000 lines.

¶ Supplementary service of value to every manufacturer of articles sold through retail druggists. The regular advertising rate applies. There is no extra charge for the trade service. Circulation 200,000 (95% home subscription) guaranteed.

# FALL Druggists' Issue

We aim to stimulate the sale of established brands, and to introduce newly advertised goods. We know that the trade's acquaintance with the value of our magazine's influence cannot fail to benefit both manufacturer and publisher.

From our Druggists' Issue of November 9, 1907, we were obliged to omit four pages of advertising, and we decided then that in mailing to the trade the entire issue with so many pages of outside advertising we were dividing the dealers' attention.

This year we shall reproduce the full page Druggists' advertisements in exact size and bind in special circular, prefacing with explanation of the great patronage influenced by us, and allowing space on margin of page for trade message direct from manufacturer to dealer.

This circular will be mailed to 31,500 of the leading rated Druggists throughout the United States, without additional cost for space or service. The regular page rate, \$400 (420 lines), will be charged.

FORMS CLOSE NOVEMBER 6

# The Literary Digest

Circulation, . 200,000  
" to trade, 31,500  
Total, . . 231,500

WM. J. RYAN

Adv. Mgr.

## PICTORIAL REVIEW



OCTOBER COVER

¶ We do not believe that any magazine of any kind published in America can show such a record for increased subscription circulation during the past eleven months as can

## Pictorial Review

### 325,000

October, 1907.....	8,975	more subscriptions than	October, 1906
November, 1907.....	9,812	more subscriptions than	November, 1906
December, 1907.....	8,696	more subscriptions than	December, 1906
January, 1908.....	4,365	more subscriptions than	January, 1907
February, 1908.....	6,067	more subscriptions than	February, 1907
March, 1908.....	5,730	more subscriptions than	March, 1907
April, 1908.....	2,533	more subscriptions than	April, 1907
May, 1908.....	5,026	more subscriptions than	May, 1907
June, 1908.....	9,401	more subscriptions than	June, 1907
July, 1908.....	14,906	more subscriptions than	July, 1907
August, 1908.....	14,456	more subscriptions than	August, 1907

Total, 89,962 increased subscriptions for 11 months.

#### December Edition, 325,000 Copies

New Rate \$1.50 per line effective with the February, 1909, issue.

Reservations at the \$1.00 rate accepted for the December and January insertions.

The forms for the December issue close October 15th-20th.

**ASK THE WOMEN OF YOUR HOUSEHOLD  
WHAT THEY THINK OF PICTORIAL REVIEW**

#### ADDRESS

**Pictorial Review Advertising Bureau**

Flatiron Building, New York

Hartford Building, Chicago

**325,000**

**Circulation**

**December**

**Issue**

**Pictorial Review**

**200,000**

**CIRCULATION  
for ONE DOLLAR**

The extraordinary growth in circulation compels us to print 325,000 copies of the December issue of PICTORIAL REVIEW.

Because our rate of \$1.00 is based on only 200,000 circulation, we are not sending out one sample copy.

The present situation resolves itself into this: we are losing money for the sake of the future —you can at this moment cash in on our loss.

**125,000**

**Circulation**

**For Nothing**

**Can you afford  
to overlook it!**

**YOU'RE IN THE BEST COMPANY**

**WHEN YOU ARE IN**

# Pictorial Review

Not one line of objectionable advertising is running or will run in any issue. Among the Publicity advertisers appearing on regular contracts are:

Cream of Wheat  
Ivory Soap  
Toasted Corn Flakes  
Postum  
Colgate  
Bissell Carpet Sweeper  
Macbeth

C. E. Conover Co.  
A. G. Hyde & Sons  
Wells & Richardson  
Susquehanna Silk Mills  
Wm. Skinner Mfg. Co.  
Mennen's  
Royal Worcester Corset Co.  
Genesee Pure Food Co.  
Standard Sewing Machine Co.  
L. & E. Stern  
N. K. Fairbank Co.  
Van Camp Packing Co.

Armour & Co.  
James Pyle & Sons  
Lord & Taylor  
Mentor Knitting Mills  
Michigan Stove Co.  
Huyler's  
Geo. Frost & Co.  
Smith & Kaufman  
Vose & Sons  
Steinway & Sons  
Crystal Domino Sugar  
Dr. Graves Tooth Powder  
Pompeian Mfg. Co.  
Chesebrough Mfg. Co.  
Johnson's Floor Wax  
John Pullman & Co.  
Lamont Corliss & Co.  
Diamond Crystal Salt Co.  
Cawston Ostrich Farm

These publicity advertisers have bought space with us because we have proved the quantity and quality of our circulation.

That our advertising columns are carefully read is conclusively shown by the fact that the largest mail order advertisers in the United States like the National Cloak & Suit Co., Bellas-Hess & Co., Siegel Cooper Co., Macy & Co., Prof. Chas. Munter, Pneuforn Co., Marietta Stanley Co., and many others all use PICTORIAL REVIEW with the largest space they place in Magazines. Write them or any advertiser appearing in PICTORIAL REVIEW and find out their returns. We are willing that you take their word and make your decision accordingly.

Our Circulation Manager extends a hearty invitation to any and every "MAN FROM MISSOURI," whether he is doubting Quantity or Quality.

A sworn circulation statement showing our distribution by States will be sent on request.

## ADDRESS

**Pictorial Review Advertising Bureau**

Flatiron Building, New York

Hartford Building, Chicago



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: NO. 10 SPRUCE STREET,  
NEW YORK CITY.

Telephone 4779 Beekman.

President, J. D. HAMPTON.

Secretary, J. I. ROMER.

Treasurer, H. A. BIGGS.

The address of the company is the address of  
the officers.

London Agt., F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

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NEW YORK, Oct. 7, 1908.

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## Fostering Competition

When an advertiser spends his good money in a newspaper or magazine, he is entitled to a little something more than the mere delivery of the space contracted for. For example, he has a right to expect that the publisher will not give out his copy or selling plan in advance of publication. There are instances where a solicitor, in his anxiety to secure more business, has shown advance proofs of an advertisement to a competing house. But such cases are extremely rare and when they do occur are to be attributed to over-zealousness on the part of some individual solicitor rather than a dishonest policy on the part of the publication employing him. Here is an advertiser who writes to PRINTERS' INK complaining that so far from receiving co-operation from publishers, they are actually working against him.

### Editor of PRINTERS' INK:

The information given in the article entitled "Hazardous Business," appearing in your issue of Sept. 9th, was a great surprise to the writer.

The treatment we have received from the leading magazines has been nothing short of disgusting, and we continue to advertise in them not because

we like to do so but because it seems to be for our best interests.

We need not inform you that our plan of guaranteeing hosiery was original with us, for you yourselves have often referred to it as "the Holeproof idea." It was not long after we began advertising "the Holeproof idea" in the magazines before they began to encourage others to imitate us, with a view of getting additional advertising from such imitators. One magazine in particular, which has in the past three years accepted about \$40,000 of our money, has made particular efforts to encourage this unfair competition and has gone so far as to publish advertisements in which the readers are actually warned and advised not to buy our goods (of course our name is not mentioned), but to buy others which are much cheaper, and incidentally are nothing but trash. This policy on the part of the magazines is, we think, very short-sighted and is very liable to "kill the goose that laid the golden egg."

Have we, in your estimation, received proper treatment from the magazines?

HOLEPROOF HOSIERY COMPANY.

The chances are that this advertiser is misinformed as to the real facts. If he were to write to the particular publisher he has in mind, no doubt his suspicions would be promptly explained away. It is not probable that any magazine of standing would be so blind to its own interests, to say nothing of the ethical side of the matter, as to stir up unfair competition for a good patron. An individual solicitor may have been guilty, and in that case the advertiser owes it to the publisher to lay the facts before him. The remedy will be quickly applied.

All business is a kind of warfare. Advertising solicitors go and come between competing houses under a flag of truce. They frequently come into possession of valuable information in regard to an advertiser's business, but how seldom is the confidence reposed in them abused? To try to ingratiate oneself with a prospective customer by betraying the methods of an existing patron is bad business on the face of it. PRINTERS' INK does not believe that such a practice exists in the office of any reputable publication except without the knowledge and approval of its responsible head. Any advertiser who has good evidence of such practices as are referred to in the above letter and

cannot get satisfaction from the publisher or his advertising manager is invited to submit the complete facts to PRINTERS' INK.

### Talk Prosperity

That was a neat touch in the four column advertisement which *Everybody's Magazine* ran in the daily papers. At the bottom was a P. S.: "Business is looking up. We are carrying more advertising in this number than we did October last year." It took only a couple of lines to say that and didn't add appreciably to the cost of the insertion. Suppose advertisers of straight commercial propositions were to inject a similar note of optimism in some of their announcements, wouldn't it have a good effect? People like to deal with successful houses. If things are going well with you, don't be afraid to let the public know it. Men, in particular, are keen to know how things are going with other business enterprises. "How's business?" is a common form of salutation. Why not answer the question in current advertising? It's a pretty poor sort of concern that can't dig something encouraging out of its sales records, just now. No reason for concealing cheerful news when a whole lot of people would be glad to learn of your success and would help to advertise you by spreading the story by word of mouth. Confidence breeds confidence. An optimistic note in your advertising right at this juncture may be just what is needed to loosen up the purse-strings of hesitating buyers. Besides it will help bolster up the entire commercial situation and will thus come back to the advertiser indirectly.

One sure sign of returning prosperity is the fact that mail order houses report a material increase in business. Another indication is the way general advertisers are flocking back into the high-priced mediums. A recent issue of the *Saturday Evening Post* shows 120 columns of advertising, which is almost high-water mark for that publication.

In view of the fact that the newspaper publishers of Philadelphia last January adopted a uniform rate for all classified advertising there has been considerable curiosity among advertising men as to the probable effect the action would have on the volume of business handled by the individual papers. An examination of the record for the first eight months shows that the *Public Ledger* leads with 1,113,622 lines. The *Inquirer*, its nearest competitor, carried 1,044,448 lines. The *Bulletin* was third on the list with 636,433 lines.

### A Novel Way to Get Ads

The New York *Evening Call*, which was established a few months ago to further the interests of the Socialistic party, has adopted a novel plan to influence advertisers to use its columns. It has organized an association known as the Call Consumers' League, with Mrs. Rose Pastor Stokes as president, the members of which pledge themselves to patronize the merchants whose announcements appear in its pages.

The trouble with a scheme of this kind is the inability of the publishers to deliver the goods, although they may come nearer to doing so in the present instance, owing to the fact that the members of the League are Socialists who contributed to the fund for founding the *Call* and are, therefore, vitally interested in its success.

When importuned by canvassers who are particularly engaging in manner, people frequently sign their names to cards promising their support to certain movements and straightway forget all about it. If a paper could absolutely guarantee a fairly large number of customers to every merchant who would advertise in its columns, there is no doubt but that it would soon be swamped with business.

B. C. Everingham is the new advertising manager of *Puck*, succeeding F. C. Bliss.

### **The Lord Ad Course**

The third lecture in the new personal instruction course recently inaugurated by George Frank Lord, founder of the Lord Advertising Agency and the Lord School of Practical Advertising, was delivered by Mr. Lord on Tuesday evening, September 22nd. The subject was "Writing Advertisements," an acetylene lamp being used to demonstrate to the class which numbers thirty-five members, the many selling points to be considered in a proposition before preparing copy. The pupils were asked to state what each considered the strongest selling point in connection with the lamp and sixteen good points were brought out. Each pupil wrote an advertisement and presented his efforts at the next meeting, when criticism was made and the weak points in the copy pointed out.

The lecture course follows the same lines as the correspondence course put out by the school, and is for the convenience and benefit of such pupils as live in and around New York. The subjects covered in the six months of instruction are: Purposes of Advertising; Advertising Mediums; Writing Advertisements; Typography and Printing; Retail Advertising; Mail-order Advertising; "Ask-the-Dealer" Advertising; Advertising Management; The Advertising Agency; Soliciting Advertising.

The Lord course in advertising has three strong points: First, no position is promised any pupil of the school upon completion of the course, as Mr. Lord believes that any graduate should be competent to get and hold a position through his own efforts; second, it is attended by quite a number of practical advertising men, and third, Mr. Lord is the only active advertising agent who conducts a school of advertising in this city.

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*Beautiful Homes* is the name of the latest addition to the large and thriving family of *The Lewis Publishing Company, University City, Mo.* It is a likely-

looking youngster; made its first appearance this month, and will be issued each month. It will deal principally with homes—from the modest cottage or bungalow costing from \$500 to \$1,500 to the residence costing as high as \$18,000, but nothing above this latter amount will be talked about; in its pages the homes of the rich will have no place. Apart from the architectural features, interiors, furnishings, barns, poultry houses, and the laying out and care of gardens will be fully dealt with, both in descriptive matter and illustrations. Hugh Taylor is the managing editor.

### **Standard Oil Co.'s Warning**

The Standard Oil Co., which has had, of late, a lot of rather unpleasant notoriety, has found it necessary to issue a double-column "warning" addressed to the press and public. The advertisement says that so many misleading and mysterious statements are daily published by a portion of the press and many of the news agencies, purporting to report the utterances, actions and motives of the company, for the purpose of injuring the stock, staple and money markets, that the company desires to warn the public and press not to give credit to any statement concerning its views, acts or interviews, unless the same is signed by an executive official of the company or by its designated attorneys. Undoubtedly this small advertisement will have a good effect and may, perhaps, encourage the Standard Oil to be a little more chummy with the public than it has heretofore.

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Many of the publishers of the newspapers included in the *PRINTERS' INK* Roll of Honor have written us that they find advertising in this department highly profitable. M. D. Hunton, of the *Chicago Examiner*, declares that he knows of no better way to get before general advertisers the fact that his paper has the largest city circulation of any daily in that city.

### **The Returns** James Rodgers, **All In** the talented ad- vertising mana-

ager of the Harper publications, has developed a genius for statistics. In a recent address he stated that forty-six great publications of national circulation issue 18,492,903 copies, containing about two thousand million pages annually. These are big figures. If Mr. Rodgers in his next address will show just how those 18,492,903 copies are divided up among the forty-six publications, **PRINTERS' INK** can assure him of a large and enthusiastic audience. Mr. Rodgers evidently has the figures down pat and there are some advertisers who would like to share his knowledge.

In a letter sent out recently, Paul Block, who represents the *Washington Post* in New York, among other things says that the amount of advertising, both local and foreign, appearing in the *Post* during the month of August exceeded the amount carried during the same month in 1907.

Several of the prominent Philadelphia business houses sent to their customers a letter calling attention to the 225th anniversary of the founding of the city by William Penn which is being celebrated this week, and inviting them to make their offices their headquarters should they come to town. These letters were supplemental to an extensive publicity campaign which has been carried on in the newspapers of Philadelphia and neighboring cities.

Two of the leading newspapers of Minneapolis, the *Tribune* and the *Journal*, announce a change in advertising managers. Hugh O'Donnell, of the *Chicago Record-Herald*, who is favorably known through the Central West, has been placed in charge of the advertising department of the *Journal*. The new advertising manager of all the *Tribune* Company's publications is William McK. Barbour.

**T**HE November issue of **HUMAN LIFE** will run 215,000 to 220,000 copies.

Right through the dull summer months we have added from 3,000 to 5,000 new paid-in-advance subscribers a month.

We think that during October, November, and December, the busy subscription season, we will add fully 10,000 a month. This will bring us up to the quarter-million mark in circulation.

This year we have attended to the quality of our circulation instead of the quantity. Ninety-five per cent of our circulation is paid for yearly in advance, therefore its high character cannot be questioned.

Our rate, \$1.00 per line, is based on 200,000. Advertisers who buy space at the present time will secure large excess circulation.

Are We On Your List?

**HumanLife**

THE MAGAZINE ABOUT PEOPLE  
EDITED BY ALFRED HENRY LEWIS


83-87 Broad St., Boston

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA

**Birmingham, Ledger**, *dy.* Average for 1907, 21,861. Best advertising medium in Alabama.

**Montgomery, Journal**, *dy.* Aver. 1907, 9,464. The afternoon home newspaper of its city.


## ARIZONA

**Phoenix, Republican**. Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Repts., Tribune Bldg.

## ARKANSAS

**Fort Smith, Times**. Daily aver. 1907, 4,188. Largest circulation in city of 35,000.


## CALIFORNIA

 **Oakland, Enquirer**. (Consolidation Enquirer and Herald.) Average Aug., 1908, 49,608. Largest circulation in Oakland guaranteed.

**Sacramento, Union**, *daily*. The quality medium of interior California.


## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, \$3,392; Sunday, \$2,788.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

**Bridgeport, Evening Post**, Sworn daily, year 1907, 11,940. Bridgeport's "Want" Medium.

 **Bridgeport, Morning Telegram**, *daily* Average for Aug., 1908, sworn, 13,492. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

**Meriden, Journal**, *evening*. Actual average for 1908, 7,580. Average for 1907, 7,743.

**Meriden, Morning Record and Republican**. Daily average 1906, 7,672; 1907, 7,769.

**New Haven, Evening Register**, *daily*. Annual sworn average for 1907, 15,720; Sunday, 12,104.

**New Haven, Leader**. 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N.Y.

**New Haven, Palladium**, *dy.* Aver. '06, 9,549; 1907, 9,070.

**New Haven, Union**. Av. 1907, 16,548; first six mos. 1908, 16,569 E. Katz, Special Agt. N. Y.

**New London, Day**, *ev'g.* Aver. 1906, 6,104; average for 1907, 6,547; 6 mos., 1908, 6,712.

**Norwalk, Evening Hour**. April circulation exceeds 3,000. Sworn statement furnished.

**Waterbury, Republican**. Average 1907, 6,338 morning; 4,400 Sunday. Feb. '08, Sun., 5,923.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, *daily and Sunday*. Daily average for 1907, 35,486 (© C).

## FLORIDA

**Jacksonville, Metropolis**. *Dy.* av. first 6 mos. 1908, 10,936. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**, *morning*. Average for August, 1908, 13,763; Sunday, 15,670.

**Tampa, Tribune**, *morning*. Average 1907, 13,516. Largest circulation in Florida.

## ILLINOIS

**Aurora, Daily Beacon**. Goes into homes. Jan. '08, 6,823; April, 7,453; June, 7,954.

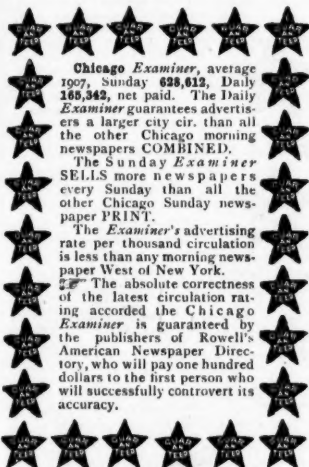
**Champaign, News**. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, The American Journal of Clinical Medicine**, *mo.* (\$2 co), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, 37,794

**Chicago, Breeder's Gazette**, weekly. \$2. Aver. circulation for year 1906, 70,000. For year ended Dec. 25, 1907, 74,755. 4 months 1908, 74,339.

**Chicago, Commercial Telegraphers' Journal**, monthly. Actual average for 1907, 15,000.

**Chicago, Dental Review**, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



**Chicago Examiner**, average 1907, Sunday 628,612. Daily 165,342, net paid. The Daily Examiner guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The Examiner's advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, Journal Amer. Med. Ass'n.**, weekly. Av. for '07, 62,317; Jan., Feb., March, '08, 63,087.

**Chicago, National Harness Review**, monthly. 5,000 copies each issue of 1907.

**Chicago, Record-Herald**. Average 1907, daily 151,564; Sunday 316,464. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, The Tribune** has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (C).

**Galesburg, Republican-Register**, Eve. Aug. av. 6,237. Only paper in city examined by A.A.A.

**Joliet, Herald**, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

**Libertyville, Business Philosopher**, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

**Peoria, Evening Star**. Circulation for 1907, 21,689.

# INDIANA

**Evansville, Journal-News**. Av. 1907, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

**Lafayette, Courier and Call**. 1907 av., 5,423. Only evening paper. Popular want ad medium.

**Notre Dame, The Ave Maria**, Catholic weekly. Actual net average for 1907, 26,112.

**Princeton, Clarion-News**, daily and weekly. Daily average 1907, 1,577; weekly, 2,641.

**South Bend, Tribune**. Sworn average July 1908, 9,855. Absolutely best in South Bend.

# IOWA

**Burlington, Hawk-Eye**, daily. Average 1907, 8,937. "All paid in advance."

**Davenport, Times**. Daily aver. Aug., 15,776. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines, Capital**, daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch, flat. If you are after business in Iowa, the Capital will get it for you. First in everything.

**Dubuque, Times-Journal**, morning and eve. Daily average, 1907, 11,349; Sunday, 13,855.

**Washington, Eve. Journal**. Only daily in county. 1,900 subscribers. All good people.

# KANSAS

**Hutchinson, News**. Daily 1907, 4,670; first 5 mos. 1908, 4,757. E. Katz, Special Agent, N. Y.

**Lawrence, World**, daily. Actual average for 1907, 4,217.

**Pittsburg, Headlight**, daily and weekly. Average 1907, daily 6,228; weekly 8,647.

# KENTUCKY

**Harrodsburg, Democrat**. Largest, best county paper; best section Kentucky. Low adv. rates.

**Lexington, Herald**, mg., dy., av. July, 8,320. Sunday, 9,390. Com. rates with Eve. Gazette.

**Lexington, Leader**, Av. '06, evening 5,157. Sun. 6,793; for '07, eve'g, 6,390, Sun. 7,102. E. Katz.

# MAINE

**Augusta, Comfort**, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,438.

**Augusta, Kennebec Journal**, dy. Av. 1st 6 mos. 1908, 8,209. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1907, daily 10,018; weekly, 28,422.

**Phillips, Maine Woods and Woodsman**, weekly. J. W. Brackett Co. Average for 1907, 8,012.

**Portland, Evening Express**. Average for 1907, daily 13,514. Sunday Telegram, 8,855.

**Waterville, Sentinel**. 1907 average, 8,418 daily. The fastest growing paper in Maine.

# MARYLAND

**Baltimore, American**. Daily average for 1907, 75,682; Sunday, 91,209. No return privilege.

**Baltimore, News**, daily. Evening News Publishing Company. Average 1907, 77,748. For August, 1908, 82,921.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.





## MASSACHUSETTS

**Boston, Evening Transcript** (©). Poston's tea table paper. Largest amount of week day ad.



**Boston, Globe.** Average 1907, daily. 181,344. Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



**Boston, Traveler,** daily. Circulation over 85,000. Established 1825. The aggressive evening paper of Boston. John H. Fahey, editor and publisher.



**Boston, Post,** July, 1908, daily average, 255,072. Sunday average, 234,753. The Boston Post's best July with both editions. Post carries more general advertising than any other Boston newspaper. "There's a reason."



**Human Life,** The Magazine About People. Guarantees and proves over 200,000 copies monthly.

**Clinton, Daily Item,** net average circulation for 1907, 3,012.

**Fall River, Evening News.** The Home Paper. Actual daily average 1907, 7,049.

**Fall River, Globe.** The clean home paper. Best paper. Largest circ. Actual daily av. 1907, 7,550.

**Gloucester, Daily Times.** Every afternoon and evening. Sworn daily av. circulation 1908, 7,342.

**Lawrence, Telegram,** evening, 1907 av. 8,939. Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. year 1906, 15,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

**Salem, Evening News.** Actual daily average for 1907, 18,261.

**Worcester, Gazette,** eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

**Worcester, L'Opinion Publique,** daily (©). Paid average for 1907, 4,586.

**Worcester Magazine,** reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 3,000.

## MICHIGAN

**Jackson Patriot,** Average Aug., 1908, daily 8,436, Sunday 9,386. Greatest net circulation.

**Saginaw, Courier-Herald,** daily. Only Sunday paper; aver. for 1907, 14,749. Exam. by A.A.A.

**Saginaw, Evening News,** daily. Average for 1907, 20,537; August, 1908, 19,207.

## MINNESOTA

**Duluth, Evening Herald.** Daily average 1907 23,093. Largest by thousands.

**Minneapolis, Farmer's Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266; for 1907, 105,583.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



**CIRCULATION** **Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 101,128.



**Minneapolis, Journal,** Daily and Sunday (©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 72,578. Daily average circulation for August, 1908, evening only, 71,604. Average Sunday circulation for Aug., 1908, 70,759. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$5 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.



**Minneapolis, Svenska Amerikanska Posten.** Swan J. Turnblad, publisher, 1907, 64,262.

**St. Paul, Pioneer Press.** Net average circulation for 1907. Daily, 86,716; Sunday, 35,466.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.



## MISSOURI

**Joplin, Globe,** daily. Average, 1907, 17,030. E. Katz, Special Agent, N. Y.

**St. Joseph, New-Press.** Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

**St. Louis, National Druggist,** Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 16,870 (©). Eastern office, 39 Maiden Lane.

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1907, 104,666.

## NEBRASKA

**Lincoln, Deutsch-American Farmer,** weekly. 143,245 for year ending Oct. 30, 1907.

**Lincoln, Freis Press,** weekly. Average year ending Sept. 25, 1907, 142,989.



**NEW HAMPSHIRE**

**Nashua, Telegraph.** The only daily in city. Average for 1907, **4,371**.

**NEW JERSEY**

**Asbury Park, Press.** 1907, **5,076**. Gained average of one subscriber a day for ten years.

**Camden, Daily Courier.** Actual average for year ending December 31, 1907, **9,001**.

**Jersey City, Evening Journal.** Average for 1907, **24,330**. First six months 1908, **24,376**.

**Newark, Eve. News.** Net daily av. for 1906, **63,022** copies; for 1907, **67,195**; Jan. 1908, **69,289**.

**Trenton, Evening Times.** Av. 1906, **18,237**. Av. 1907, **20,270**; last quarter yr. '07, av. **20,409**.

**NEW YORK**

**Albany, Evening Journal.** Daily average for 1907, **10,395**. It's the leading paper.

**Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, **82,697**.

**Brooklyn, Weekly Record,** weekly 2 cents. Aver. for year 1907, **6,112**. A want ad. medium.

**Buffalo, Courier,** morn. Av. 1907, Sunday, **91,447**, daily, **51,604**; **Enquirer,** evening, **34,070**.

**Buffalo, Evening News.** Daily average 1905, **94,690**; for 1906, **94,473**; 1907, **94,843**.

**Mount Vernon, Argus,** eve. Aver. cir. 6 mos. ending July 31, 1907, **4,807**. Only daily here.

**Newburgh, Daily News,** evening. Average circulation first quarter 1908, **6,088**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

**NEW YORK CITY**

**Army and Navy Journal.** Est. 1863. Weekly average, 6 mos. to June 27, '08, **10,169**.

**Baker's Review,** monthly. W. R. Gregory Co., publishers. Actual average for 1907, **5,784**.

**Bensiger's Magazine,** Circulation for 1907, **64,416**, 5cc. per agate line.

**Clipper,** weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, **26,641** (©).

**El Comercio,** mo. Spanish export. J. Shepard Clark Co. Average for 1907, **8,833**—sworn.

**The People's Home Journal.** **564,416**, mo. Good Literature, **488,668** mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

**The Tea and Coffee Trade Journal.** Average circulation for year ending August, 1908, **10,063** August, 1908, issue, **9,850**.

**The World.** Actual aver. for 1907, Mor., **345,424**. Evening, **408,172**. Sunday, **483,336**.

**Poughkeepsie, Star,** evening. Daily average for first six months 1908, **4,436**; June, **4,601**.

**Schenectady, Gazette,** daily. A. N. Liecby. Actual Average 1908, **15,309**; for 1907, **17,182**.

**Syracuse, Evening Herald,** daily. Herald Co., pub. Aver. 1907, daily **25,509**; Sunday, **41,130**.

**Troy, Record.** Average circulation 1907, **30,163**. Only paper in city which has permitted A. A. A. examination, and made public the report.

**Utica, National Electrical Contractor,** mc. Average for 1907, **2,542**.

**Utica, Press,** daily. Otto A. Meyer, publisher. Average for year ending July 31, 1908, **18,007**.

**OHIO**

**Akron, Times,** daily. Actual average for year 1906, **9,977**; 1907, **9,861**.

**Ashtabula, Amerikan Sanomat** Finnish. Actual average for 1907, **11,120**.

**Cleveland, Plain Dealer.** Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **88,373**. Aug., 1908, **80,325** daily; Sunday, **69,630**.

**Columbus, Midland Druggist,** a journal of quality for advertisers to druggists of the Central States.

**Dayton, Journal.** 1907, actual average, **21,217**.

**Springfield, Farm and Fireside,** over 1/4 century leading Nat. agricult'l paper. '07, **447,345**.

**Springfield, Poultry Success,** monthly av. 1907, **33,360**. 2d largest publ. shed. Pays advertisers.

**Youngstown, Vindicator.** D'y av. '07, **14,768**. Sy., **10,017**; LaCoste & Maxwell, N. Y. & Chicago.

**OKLAHOMA**

**Muskogee, Times-Democrat.** Average 1906, **5,514**; for 1907, **6,659**. E. Katz, Agent, N. Y.

**Oklahoma City, The Oklahoman.** 1907 aver., **20,162**; Aug., '08, **28,617**. E. Katz, Agent, N. Y.

**OREGON**

**Portland, Journal,** has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal,** daily average 1907, **28,805**; for Aug., 1908, **30,118**. Vreeland-Benjamin, Representatives, New York and Chicago.

**Portland, The Oregonian,** (©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. July circulation, daily average, **34,542**; Sunday average **43,606**.

**PENNSYLVANIA**

**"The Bulletin every evening goes into nearly every Philadelphia home."**

NET AVERAGE FOR AUGUST

**218,807**

COPIES A DAY

The "Bulletin's" circulation figures are net. All damaged, returned, free and unsold copies having been omitted.

**WILLIAM L. McLEAN, Pub.**

**Chester, Times**, ev'g d'y. Average 1907, 7,640. N. Y. office, 220 W'way. F. R. Northrop, Mgr.

**Erie, Times**, daily. Aver. for 1907, 18,511; Aug., 1908, 18,451. E. Katz, Special Agt., N. Y.

**Harrisburg, Telegraph**. Sworn av. Aug., 1908, 18,370. Largest paid cir. in Harris'bg or no pay.

**Philadelphia, Confectioner's Journal**, mo. Average 1906, 5,514; 1907, 5,514 (©©).

**Philadelphia, The Camera**, is the only best photographic monthly. It brings results. Average for 1907, 8,800.

Farm Journal, Philadelphia, has been awarded the (©©) by Printers' Ink, indicating that advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. And in addition to this, *Farm Journal* has the largest circulation of any agricultural paper in the world. The average for 1907 was 873,083 copies each issue.

**Philadelphia**. The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the *Sunday Press*, 124,006.

**West Chester**. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 15,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**York, Dispatch and Daily**. Average for 1907, 18,124.

#### RHODE ISLAND

**Pawtucket, Evening Times**. Average circulation, 1907, 17,903—sworn.

**Providence, Daily Journal**. 18,572 (©©). Sunday, 25,169 (©©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,881 daily.

**Westerly, Daily Sun**. Aver. cir. for August, 4,923 (sworn). Largest in south of Providence.

#### SOUTH CAROLINA

**Charleston, Evening Post**. Actual daily average 6 mos., 1908, 4,685; June, 5,184.

**Columbia, State**. Actual average for 1907, daily (©©) 13,052 Sunday, (©©) 13,887. Semi-weekly, 2,997. Actual average for first six months of 1908, daily (©©) 13,314; Sunday (©©) 14,110.

**Spartanburg, Herald**. Actual daily average circulation for first six months of 1908, 3,289.

#### TENNESSEE

**Chattanooga, News**. Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.

**Knoxville, Journal and Tribune**. Week day av. year ending Dec. 31, 1907, 14,694. Week-day av. January and February, 1908, in excess of 15,000.

**Memphis, Commercial Appeal**, daily, Sunday, weekly, 1907, average: Daily, 42,086; Sunday, 61,773; weekly, 80,078. Smith & Budd, Representatives, New York and Chicago.

**Nashville, Banner**, daily. Average for year 1906, 31,465; for 1907, 36,208.

#### TEXAS

**El Paso, Herald**, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

#### VERMONT

**Barre, Times**, daily. F. E. Langley. Av. 1905, 3,527; 1906, 4,113; 1907, 4,535. Exam. by A. A. A.

**Burlington, Free Press**. Daily average for 1907, 5,415. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier, Argus**, d'y., av. 1907, 3,126. Only Montpelier paper examined by the A. A. A.

**Rutland, Herald**. Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

**St. Albans, Messenger**, daily. Average for 1907, 3,332. Examined by A. A. A.

#### VIRGINIA

**Danville, The Bee**. Av. 1907, 2,711; Aug., 1908, 3,017. Largest circulation. Only evening paper.

#### WASHINGTON

**Seattle, Post-Intelligencer** (©©). Av. for Feb., 1908, net—Sunday, 29,648; Daily, 35,933; Weekly, 20,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

**Tacoma, Ledger**. Average 1907, daily, 17,483. Sunday, 25,002.

**Tacoma, News**. Average 1907, 16,525; Saturday, 17,610.

#### WEST VIRGINIA

**Piedmont, Business Farmer**, monthly. Largest farm paper circulation in West Virginia.

#### WISCONSIN

**Janesville, Gazette**. Daily average for 1907, 3,671; Aug., '08, semi-weekly 1,959; daily 4,522.

**Madison, State Journal**, daily. Actual average for 1907, 5,036.

**Milwaukee, Evening Wisconsin**, daily. Average 1907, 28,082 (©©). Carries largest amount of advertising of any paper in Milwaukee.

**Milwaukee, The Journal**, eve., ind. daily. Daily average for 12 months, 24,201; for July, 1908, 55,320; daily gain over July, 1907, 3,305. 50% of Milwaukee homes at 7 cents per line.

At 7 cents per line, flat, the *Journal* carries your announcements in 50% of all Milwaukee homes. It requires the combination of the other four publications (at about 21 cents per line) to reach the remaining 50%.

**Oshkosh, Northwestern**, daily. Average for 1907, 8,680. Examined by A. A. A.

**Racine, Journal**, daily. Average for the last six months, 1907, 4,376.



## THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877.

Actual weekly average for year

ended Dec. 30, 1907, 56,317

Larger circulation in Wisconsin

than any other paper. Adv.

\$3.50 an inch. N. Y. Office.

Temple Ct. W. C. Richardson, Mgr.

### WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,420.

### BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1907, 13,846; Aug., 1907, 13,847; Aug., 1908, 16,489. 11. DeClerque, U. S. Repr., Chicago and New York.

### MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, 36,882; daily Aug., 1908, 38,413, weekly aver. for month of Aug., 36,150.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, 16,646. Rates 56c. in.

Winnipeg, Telegram, Average daily, Aug., 1908, 26,008. Weekly aver., 28,000. Flat rate.

### QUEBEC, CAN.

Montreal, La Presse Actual Average, 1907, daily 103,828, weekly 50,197.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-hith Canada's population. Av. cir. of the Daily Star for 1907, 68,837 copies daily; the Weekly Star, 129,336 copies each issue.



## The Want-Ad Mediums

A Large Volume of Want Business Is a Popular  
Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of  
the requisite grade and class.

### COLORADO

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

### DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington. D. C. (©©), carries double the number of Want Ads of any other paper. Rate 1c. a word.

### ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE Daily News is Chicago's Want Ad Directory.

THE Tribune publishes more Classified Advertising than any other Chicago newspaper.

### INDIANA

THE Indianapolis News, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,807 ads (an average of 919 a day)—22,331 more than all the other local papers had. The News' classified rate is one cent a word, and its daily paid circulation over 75,000.

### THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 The Star carried 223.30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

### MAINE

THE Evening Express carries more Want Ads than all other Portland dailies combined.

### MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

### MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



## MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Aug. 190,386 lines. Individual advertisements, 26,858. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 20 cents.



**CIRCULATION** THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line, paper *Ditoy* Daily or Sunday.

THE St. Paul *Dispatch*, St. Paul, Minn., covers its held. Average for 1907, 68,671.

## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,067 daily; 15,090 Sunday.

## NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

**PRINTERS' INK**, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

## OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 28,617. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa. *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Daily Telegraph*, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal *Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

## (OO) Gold Mark Papers (OO)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (OO).

## ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to the *Evening and Sunday Star*. Average, 1907, 35,486 (OO).

## GEORGIA

Atlanta *Constitution* (OO). Now, as always, the Quality Medium of Georgia.

## ILLINOIS

*Bakers' Helper* (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (OO). Actual average circulation for 1906, 15,866.

*Tribune* (OO). Only paper in Chicago receiving this mark, because *Tribune* ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1869. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Springfield *Republican* (☉☉). Only Gold Mark daily in western Massachusetts.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK

*Army and Navy Journal*, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

*Century Magazine* (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Electrical World* (☉☉). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

*Engineering News* (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

*The Engineering Record* (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

*The Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." --Printers' Ink.

*Scientific American* (☉☉) has the largest circulation of any technical paper in the world.

New York *Times* (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

*Vogue* (☉☉) carried more advertising in 1906, 1908, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33 7/8% more than in 1906. The local advertisers know where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1907, 102,983; *The Sunday Press*, 124,006.

THE PITTSBURG  
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The Norfolk *Landmark* (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 18,568, flat rate.

The *Globe*, Toronto (☉☉), is the acknowledged leader among Canadian papers.

JOLTS FOR THE COMMERCIAL  
ART CRITIC.

Editor of PRINTERS' INK:

For the good of all concerned, and most of all for the good of the critic himself, will it not be well to establish a department to be known as "Criticism of the Criticisms"? A critic just naturally establishes himself on a plane above the ordinary mortal and lives there unmolested until he feels rivetted to the position, and becomes engrossed in his own personality. This is bad for the critic, bad for those who would profit by his criticisms, and almighty bad for the one who comes within range.

What your commercial art critic needs is a jolt that will shake him up to a realization of the fact that there are some subjects of advertising which are best left untouched by artist or critic not thoroughly familiar with them. If your critic had pronounced the Anchor Packing advertisement, reproduced in the issue of September 23d, either good or rotten, and let it go at that, you wouldn't have this defamatory letter before you, but when he attempts to show how it should be done—well, now, don't you see that this is trifling with the confidence of your umphsteens readers and leading them astray? He says it's a "thoughtful and rather commendable piece of mechanical publicity." Thank him very kindly.

But how does he arrive at that conclusion when his next remark betrays a total lack of knowledge of the subject? He says: "The fault that can be found with this advertisement is the circular reproduction of the trade mark and patent dates which takes up considerable room and doesn't do any good." This "circular reproduction" happens to be the picture of a flange gasket cut from a sheet of Tauril! I ought to know—I drew it myself. And any engineer will know what it is on sight.

The advertisement appeared in an engineer's paper, you know.

He purposes to help matters by substituting another drawing, and he shows us one that would make a bully ad for a jack-knife, President Suspenders, or a ladder warranted not to slip if placed on the lower edge of a steam pipe and standing on a greasy floor. The original advertisement was a full 7x10 page. No trade paper with a decent regard for its readers would permit the use of the solid black shirt that the figure wears, and would no doubt return it to be "washed." To me there is nothing so bad as a lack of balance between illustration and type matter, and an artist who compels all the attention at the expense of the "copy" would, if he did the fair thing, tell the whole story in the picture, name and address thrown in.

I am now able to sit up and take nourishment, but the body blow dealt my flange gasket, when it was pronounced a "circular reproduction of the trade mark and patent dates," is still painful. Tut! Tut! Critic.

Yours very truly,

R. W. SEMPLE.

POPULARITY OF TALKING  
MACHINES.

With the population of the United States reckoned at 80,000,000 and with an average of five persons to a family it has been figured that one family in every sixteen possesses a talking machine (not the human kind), inasmuch as close to a million and a quarter talking machines have already been put on the market. With all the machines playing the "Merry Widow" waltz at the same time it would make a noise that would bid fair to encircle the globe if sound was inclined to travel parallel with the earth's surface indefinitely.—*Music Trade Review.*

This is certainly a remarkable statement, but it is only one more link in the chain of evidence showing that advertising pays. There is hardly an article on the market to-day that has been more widely advertised than talking machines.

## A TOOL OF THE ADVERTISER.

The newspaper cannot live without its advertisers, says "A New York Editor," in the October *Atlantic*. It would be unfair to say that there are no independent journals in the United States; there are many, but it must always be remembered that the advertisers exercise an enormous power which only the very strongest can refuse to recognize.

If a newspaper has such a circulation that complete publicity can only be secured by advertising in its columns, whatever its editorial policy may be, the question is solved. Nevertheless, within the past three years the department stores have combined to modify the policy of at least three New York daily newspapers. One of the most extreme and professedly independent of these newspapers, always taking the noisiest and most popular line, with the utmost expressed deference to labor unions, withdrew its attack upon the traction companies during the time of the Subway strike, on the threatened loss of its department store advertising. It has never dared to criticise such a store for dismissing employees who attempted to form a union. In other words, this paper is not independent, and in the last analysis is governed by its advertisers.

## TIT FOR TAT.

In a certain small village there were two butchers living in the same street. One placarded his sausages at 1s. a pound and the rival promptly placed 8d. on his card.

No. 1 then placed a notice in his window, saying that sausages under 1s. could not be guaranteed.

No. 2's response to this was the announcement, "I have supplied sausages to the king."

In the opposite window the following morning appeared an extra large card bearing the words, "God Save the King."—*Michigan Tradesman.*



# COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.  
Readers of Printers' Ink Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

Sometimes when there is a great deal to say it becomes necessary to economize on the space which can be consistently devoted to

produced a much more satisfactory result.

\* \* \*

It seems to be almost dangerous



*More than  
500,000 in Use*

Every Hardware store  
should stock them now.

They are the best selling  
Dryers made. :: ::

**For the Lawn, Balcony,  
Fire Escape or Roof**

The demand is already  
created by our extensive  
advertising. :: ::

—Write for Prices—

**HILL DRYER CO.**  
316 Park Ave. - Worcester, Mass.

**NO. 1**

illustrations, but that necessity is certainly not present in the case of the Hill Dryer advertisement here reproduced.

There is more than enough space for everything the advertiser thinks it is necessary to say—therefore there seems to be no good reason for crowding the picture up into a little corner.

Even if it were necessary to do this the drawing contained altogether too many lines for reproduction in such small dimensions.

The use of the illustration marked No. 2 would have left plenty of room for the copy and



**NO. 2**

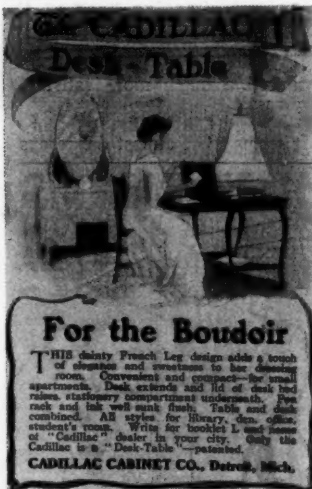
to attempt to reproduce this Cadillac Desk-table advertisement for fear it will disappear altogether without leaving a trace behind it.

In the original it looked more like a dream than a reality. The objects in the background were hardly visible at all. The woman resembled a disembodied spirit more than a living creature, and the desk itself was barely visible.

It is not necessary, in order to be good, that every advertisement should be as black as midnight. Delicate effects in halftone are often attractive if well printed.



But in order to secure effects of this nature it is not necessary—nor even possible—to use drawings which possess neither color



nor contrast. The result is weak, flat and exceedingly uninteresting.

If a little life and spirit had been injected into this drawing it would have made an excellent advertisement although the desk and the lady are smaller than they need be on account of the introduction of useless detail in the background.

\* \* \*

In this department of PRINTERS' INK of September 23rd an advertisement of Tauril Packing was reproduced and criticised, together with a suggestion for its improvement.

There are some people who ought to know who have taken the trouble to write and say that the advertisement was all right in the first place. One man from lower Manhattan, who is certainly in a position to speak with authority, says that the original advertisement showed just what should have been shown and that the criticism was unjust.

Another man, from Massachusetts, says that both the original and the improvement were no bet-

ter than they ought to be in that they were none too faithful to facts, and the latter is unkind enough to say that in advertising a technical subject of this kind a technical man would probably do better than somebody who really doesn't know what he is trying to do.

All of which helps keep the record straight, for when there are plenty of critics to criticise the critic the atmosphere is sure to be clear and invigorating.

\* \* \*

Here is a Cream Separator advertisement clipped from a publication circulated in South America. Whoever constructed it meant to make a strong and striking design that would stand out in any company.

He didn't score a complete failure by any means, but he rather overdid the thing. The black and white blocks at the top and bottom are so heavy and strong that the message which the advertisement carries suffers severely.

The half tone of the woman operating the Separator almost disappears by comparison. If this

## Separadora de Crema United States

**¿TIENE UD. VACAS?**  
 Si es así con seguridad que Ud. las tiene para sacar utilidad de ellas. Esta utilidad está en la crema, y la única manera de conseguir toda la crema de la leche es usando una Separadora "United States". Tratar de producir la crema en vacas leales a por sí sola, peculamiento de gravedad, no asegura que significa la pérdida de \$10.00 a \$15.00 por año en cada vaca.

La Separadora "United States" es manejada fácilmente por una mujer, y es tan sencilla, que, leyendo el libro de reglas y direcciones, suministrado con cada máquina, cualquiera puede ser un operador experto con uno ó dos días de uso. Se envía con gusto á cualquier dirección, nuestro folleto No. 90 impreso en español, el cual muestra claramente todos los detalles de esta extraordinaria máquina.



**VERMONT FARM MACHINE CO.**  
 BELLows FALLS, VT., E. U. A.

half tone cut had been made twice as large and the black and white display cut down 50 per cent. the advertisement would have still been sufficiently strong to attract attention and its purpose would have been much better served.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

### ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by PRINTERS' INK, BUTTERICK PUBLISHING CO., McCLURE'S MAGAZINE, COURIER-BOYCE CO. and a majority of the large publishers throughout the country. ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.

Wallace & Company, 29 Murray St., New York

### ADVERTISING AGENCIES

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal Advg. exclusively.

ALBERT FRANK & CO., 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

Nelson A. Chesnutt & Co., Stock Exchange Place, Philadelphia, Pa. Advertising prepared and placed everywhere.

KLINE ADV. AGENCY, ELICOTT SQ., BUFFALO, N. Y. Mail-order campaigns.

THE BOLTON ADVERTISING BUREAU, 66 John R. Street, Detroit, Mich., makes a specialty of Manufacturer's needs. Furnishes photo copies, engraved cuts and written copy, that sells the goods. Send catalogues and get estimates.

### ADVERTISING COMPOSITION

Advertisers: 1. When your copy is ready; can't be improved. 2. Your mediums selected; no "has-beens" in the list. 3. See that we do the typesetting; no shop anywhere like ours for this stunt. THE GARRICK PRESS, 159-161 West 24th Street. Phone, 6184 Madison. Also booklet printers and electrotypers

### ADVERTISING MEDIA

THE Troy (Ohio) Record gives authorized advertising agents 15% commission. Advertisers placing business direct must pay rates net. Big advertisers not excepted.

THE Saturday Evening Post covers every State and Territory.

### COIN CARDS

\$3 PER 1,000. Less for more; any printing, The COIN WRAPPER CO., Detroit, Mich.

### COIN MAILER

\$2.60 per 1,000. For 6 coins \$3. Any printing. PYTHIAN PRINT'G CO., Ft. Madison, Ia.

### HALF-TONES

YOUR trade paper advertising is a "hold-up" unless you use cuts that really illustrate your product. Send us the photograph or drawing and we will give you one of our "Cuts That Sell Your Product." ORMSBEE ENGRAVING CO., Syracuse, N. Y.

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. THE STANDARD ENGRAVING CO., 560 7th Avenue, Times Square.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

### INDEX CARDS

INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 912 Elm Street, Cincinnati, Ohio.

### MAGAZINES

"DOLLARS AND SENSE" (Col. Hunter's Great Book) free with ADVERTISERS' MAGAZINE one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. ADVERTISERS' MAGAZINE, 737 Commerce Building, Kansas City, Mo.

### NEW PUBLICATIONS

Mail Order Firms Greatest Book Published, "The Disinherited," handsomely bound. Sells at \$1.00 prepaid. Circulars and electrotypes furnished with your imprint on. Big profits. Write for terms to CENTRAL BOOK CO., Observer Building, Rockville Centre, N. Y. Read "Press" Notices.

### PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

### PATENTS

#### PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamp. E. S. & A. B. LACEY, Washington, D. C. Established 1869.

## PUBLISHING BUSINESS OPPORTUNITIES

## Monthly Trade Journal

The proper man to buy an interest in this property should have imagination, faith, enthusiasm and a large grasp of the advertising idea. Its field is very large and it has an unusually important work to do. It looks now as if it would be possible to make this property worth \$200,000 in the next five years. Circulation 5,000. Gross business \$15,000. Interest can be bought on this basis.

### HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY NEW YORK

#### PREMIUMS

**T**HOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 800-page list price illustrated catalogue. (60) Greatest book of its kind. Published annually, 37th issue now ready; free. S. F. MYERS CO., 47w.-49 Maiden Lane, N. Y.

**H**AND turned wood novelties for adv'g and premiums, also Cornwall hand painted ware. Barton & Spooner Co., Cornwall-on-Hudson, N. Y.

#### PRESS CLIPPINGS

**R**OMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

#### PRINTING

**Y**OU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 66, Cuba, N. Y.

**P**HOTO-GELATINE printing for the art and advertising trades, effective and lasting. Barton & Spooner Co., Cornwall-on-Hudson, N. Y.

#### SUPPLIES

**B**ERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. **BERNARD'S PASTE DEPT.**, 71 Dearborn Street, Chicago.

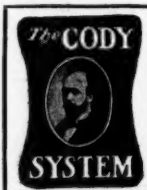
## Over the Top

Here is a guide card for the filing cabinet with a celluloid tip made in one piece and folding over the top of the tab. This protects it where the wear comes and prevents curling and breaking.

### Standard Index Card Co.

will be glad to send samples in case your dealer does not have them. Orders can be filled for all card sizes, with tips colored or transparent, plain or printed as desired. 701-709 Arch Street, Philadelphia, Pa.

#### WANTS



### May I Triple Your Business?

The manager of a retail grocery in a small town in Massachusetts, by putting Cody ideas into his advertising without increasing his space or expenditure materially, tripled his business in nine months. The largest furniture manufacturing com-

pany in the world maintained its business last February and March, during the financial depression, by advertising which I prepared. A single letter of mine mailed to 2,000 grocers brought \$2,000 worth of orders.

Any business man or advertising manager who will take my Complete Training Course in Office Salesmanship, with Expert Service, will not only get his important advertising matter re-written or prepared by me, but will himself learn how to do these stunts for himself. My course is given personally to only 60 at one time, and covers the whole art and science of Office Salesmanship, preparing for positions paying up to \$125 a week. I make a specialty of coaching young men and women to handle correspondence and all forms of advertising work successfully, though most of my clients are business managers who want expert service and at the same time detailed reorganization of their mail soliciting department.

My new book, "How to Do Business by Letter," supersedes all others, the **ONLY AUTHORITY** book now published. Over 100 model letters of all kinds—Letters That Have Actually Pulled Big Business. Thousands of points on correctness, style, business usage, postal regulations, etc., etc.

Price, \$1. Money back if not satisfied. **SHERWIN CODY**, 1421 Security Bldg., Chicago

### Agents and Consignment Men

The best "trust scheme" and agents seller out—the new perforated court plaster at 10c. a package. We have "tried it out" extensively and found it a great seller. We can now supply others. The best new 10c. article out in years. We control output. Send 5 cents for sample. Your profit 800c. **MELROSE PLASTER CO.**, Dept. B, Melrose, Mass.

**A**GENTS wanted to sell ad novelties; 25¢ com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

## Advertising Manager of a \$40,- 000,000 business wants to change

Object: Smaller house, larger salary

Experienced in copy, design, production of all kinds of printing and process work. Can handle men, fair knowledge of methods and costs. Young, aggressive, and willing to give you my record, samples of work and complete details. Location no object. Address, "CHICAGO," care Printers' Ink.

**BRIGHT** young man, eighteen, experienced, desires position with advertising agency or in advertising department of high grade publication, where ability and hard work will be appreciated. References. Address "P," care Printers' Ink.

**CAPABLE** advertisement writer or designer, middle aged, temperate, industrious man who can produce efficient results, wants position with progressive future. Address "LOYAL," care Printers' Ink.

**N-M-C-R** NO MORE CUT ROLLERS  
INK-DIVIDING BANDS  
Save many times their cost. Sales agent wanted, U. S. and Canada; big pay; particulars mailed. N-M-C-R COMPANY, Sole Mfrs., 370-372 Smith St. (Phone 928 Hamilton), Brooklyn, N. Y.

**PROPRIETARY ARTICLES**—A business man, with extensive experience in introducing advertising and selling this class of goods in South America, is at present in New York with the object of securing representations of United States manufacturers who are desirous of opening up business in these countries. Apply, in first instance, to "PATENT," care of Printers' Ink.

**POSITIONS NOW OPEN**—Adv. solicitor, N. Y., \$25-35; adv. mgr., Ill., \$25-30; adv. mgr., O., \$20-25; bus. mgr., N. Y., \$30; Rep. ed'l writer, Ind.; market reporter, N. Y.; city ed., N. Y.; tel. ed., Ct.; non-union bindery foreman, Ct., \$20-22; also reporters and linotype operators. Booklet free. FERNALD'S NEWS-PAPER MEN'S EXCHANGE, Springfield, Mass.

**PUBLISHING**, Mercantile, Manufacturing. We serve 25,000 employers. Many opportunities for men with advertising experience or ability. Write fully as to experience and location desired. HAPGOODS, 306 Broadway, New York, or 1010 Hartford Building, Chicago.

## "LETTERINE"

We want every dealer or clerk who makes window cards or price tickets to try "Letterine." **SPECIAL OFFER.**—Send us six cents in stamps and we will send you a large sample bottle free. "Letterine" dries jet black and beautiful gloss. Made also in colors. **THADDEUS DAVIDS CO., 95-97 Vandam St., New York. Established 1825.**

## THINGS TO REMEMBER.

THE enterprising manager of a little lyric theater in Northern Pennsylvania believes in profiting by the misfortunes of others. One day he displayed the following sign in his house:

"DO NOT SMOKE.

REMEMBER THE INDIAN FIRE."

So great was the efficacy of this that before the end of the week he put up another:

"DO NOT SPIT.

REMEMBER THE JOHNSTOWN FLOOD."

—Everybody's Magazine.

**RELIABLE MAN** with twenty years' experience, banking, auditing, and examiner of accounts, with highest references, desires to change position. New York City preferred. "F. E. M.," care Printers' Ink.

**SHOE FACTORY** wants man to solicit mail orders. **WRIGHT**, Berlin, Wis.

**SPORTING EDITOR.** Myron Townsend, The Sportograph Man, famous Sporting Editor, at liberty. See display ad. Address Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**TRADE PAPER EDITORS**—Experienced writer for the trade press furnishes weekly or monthly New York letter based on personal interview with your trade. Reliable market reports. Reasonable remuneration. **QUICK SERVICE**, Room 519, 108 Fulton St., New York.

**TRANSLATIONS**—Technical and commercial translations from any into Spanish, French and German. Translating of foreign exchanges for trade papers a specialty. Reasonable rates. **QUICK SERVICE**, Room 519, 108 Fulton St., New York.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 768 Metropolitan Annex, N. Y.

**YOUNG MAN**, University graduate, with A. T. personality and unlimited advertising ability, desires position as advertising manager or copy writer. Best of references. Address "N. N.," care Printers' Ink.

**YOUNG MEN AND WOMEN** of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## STIMULATING INTEREST.

A Massachusetts merchant employing three clerks has this novel plan of stimulating trade in dull months. Each clerk takes entire charge of the store for a week, buys the goods, advertises—in fact, does everything as if the store were his own. The owner runs it the fourth week. At the end of the month he gives a \$35 suit of clothes to the clerk that has made the most money. He has found it the best and most profitable plan he ever tried.—*Butler Brothers' Drummer.*

## What the Big Stores Are Doing

One style of piano does not suit all tastes or meet all requirements. Each has its own advantages and it is the business of the advertising manager to set them forth in an entertaining manner. Here is one way: "To-day will be grand piano day. In the heart of a woods a storm is playing; century-old trees are the keys and the mighty performer is the wind. Sighing and throbbing, shouting and whispering, excited and melancholy, intense with power, the agitated branches vibrate to the sweep of the unseen hand and so the anthem swells. It rises in triumph, it grows ominously, it rests; it begins again, sighing, hurrying, swinging along to the primal melody of the storm. Fluttering leaves like grace notes ripple down—and then suddenly all is rest and peace and content and quiet—the storm is over—the magnificent melody ceased. As the hurricane in the forest so is the grand piano to the musician. It is the crescendo of the world's sweetest music. It is the instrument for genius. It thrills and throbs and responds; it glories at the master's touch. Does not a grand piano even beget, not genius, perhaps, but musical ability? Could a student hear Paderewski, then return to her own grand and allow its keys to remain silent, its strings dumb? Could a wife 'give up' her music if she had once made captive the power of it? A grand piano is the prince of pianos. The square piano for the little child who takes her first lessons. The upright for the house of limited size. The grand for the concert room, the opera, the music room, the home of luxury and of art—the home of the artist who loves to woo the muse of melody as only the grand piano will allow." (Wanamaker's, Philadelphia, Pa.)

In many business houses the basement is devoted solely to storage, but many department stores in various parts of the country devote it to sales purposes, and in their advertising make a special point of "Basement Sales." and try to make this part of the store unusually attractive to draw trade. Here is some magnetic talk, taken from an advertisement in a western newspaper, that puts the department store basement before patrons in its proper light: "Good, sturdy merchandise at lower prices. That's the basement! If you get this one idea fixed in your mind, you'll be as enthusiastic about this Basement Store as are hundreds of other thrifty housewives. Basement merchandise isn't inferior; it isn't ever cheap. Nor is it left over stock from other departments. Remember that. This is a simon-pure bargain store; goes out into the markets after its own bargains and passes them on to you; just as though it were a separate store. If you're bent on saving wherever you

can, and you do not object to broken lots, odds and ends and occasional 'seconds'—so long as the quality is there—then get the habit of visiting this basement regularly. It is beyond a doubt the bargain center of Des Moines, where nothing is cheap but the prices." (Yunker Bros., Des Moines, Iowa.)

Searching for one thing may bring to light something else of value. This is the explanation Kaufman's "The Big Store," Pittsburg, Pa., gives for one of its shoe sales: "Mine for gold and you may strike rich veins of silver. Ransack the market for women's and children's shoes for a special sale and all sorts of 'snaps' in men's footwear will turn up. Here are two we found while hunting for women's, girls' and boys' shoes to sell at a dollar—and held back until the dollar sale had spent its force. Men's \$3 and \$3.50 shoes at \$1.75."

A person may invest money in a stove and not have enough left in the purse with which to purchase coal, but this contingency is anticipated and provided for by at least one concern. The St. Paul (Minn.) Housefurnishing Co. offers, in an advertisement, a ton of coal free and delivered to purchasers of ranges valued at \$35 and over, or heaters at \$45 and over.

Einstein's, Harrisburg, Pa., advertises: "A 'Bird's-Eye View' of the store would reveal 'Small Mountains' of special offerings here, there and everywhere! This sale is not a rummage, pick-this-and-pick-that sale which usually occurs at the wind-up of the seasons; but a clean-cut odds-and-ends sale of seasonable high class merchandise—*our high standard*. You may attend 'sales' until you're exhausted—but you'll find no equals of the 'good things' in abundance during this event. This sale has been designed to give value-plus—and we carried out the plans to the letter. Money's-worth plus quick, efficient service plus courtesy equals satisfaction."

An excellent quality argument—that while the pure food laws have stopped adulteration of spices, canned goods, etc., they have not stopped the sale of poor quality. The most inferior stuff passes free legally so long as it is not sophisticated. Therefore, get the best at a reliable store. (Vowell's, Washington, Pa.)

A bit of store policy called "The Marx Rule" has been emphasized in the sole advertising of the Marx Store, Birmingham, Ala. The Marx Rule is that no goods must be carried over from season to season. Many other stores have similar rules, but this one played is up strong in Marx Rule Sales.

# Ready-Made Advertisements

Readers of *Printers' Ink* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department

TRIBUNE PUBLISHING COMPANY.

CHEYENNE, WYOMING.

EDITOR READY-MADE ADS.

DEAR SIR—Enclosed herewith a half-dozen advertisements which we are running for a local dentist. The copy changes each week, the advertisement appearing at the bottom of column following reading matter. The ads were prepared by one of our reporters, a friend of the dentist, who suggested to him this style and kind of advertising which has so far had very satisfactory results. We would appreciate your criticism.

Very truly yours,  
(Signed) THE TRIBUNE PUB. CO.  
G. C.

Of course they would jar the dentist who is long on the ethics of the profession and would rather have "dignity" than dollars. To him, it is not only undignified and unethical, but little short of criminal to advertise, save in the antiquated but highly respected and inexpensive "professional card." And yet it doesn't seem to "mad" him much if some careless reporter gets his name into the news-columns of the local paper every week.

These ads look good to me. I like them because they're educational—because they take at least partial advantage of the opportunity to instruct people in what can be done in the way of restoring diseased teeth, and thus get them interested in what might be termed the technical side without giving them anything they can't understand.

The dentist who advertises, while trying to help himself helps society too, for he leads many to take better care of their teeth, either through fear of his instruments or of loss of health.

Here are two of the ads:

## THE PORCELAIN INLAY

is the newest and best discovery for the filling of tooth cavities. A bit of pure porcelain exactly matching the shade of the tooth is fitted exactly into

the cavity, and even a large filling in a prominent tooth is invisible. It will not loosen or break out, and will wear as long as the tooth. Dr. Frank is a specialist in this work, which is better and stronger than fillings of gold or other metal. Let him explain it to you.

1 and 2 Cook Block, Cheyenne.  
'Phone 512-Red.

## "HE DON'T THINK WIT' HIS TEETH"

Said a woman whose son's mouth was full of rotting snags and who did poor work in school. But his poor aching teeth distracted his attention and not until they were treated by a dentist did he accomplish anything. If your boy or girl has poor teeth it is no economy to neglect them. Consult Dr. Frank, who will tell you what is best to be done to save aching or decaying teeth.

1 and 2 Cook Block, Cheyenne.  
'Phone 512-Red.

*Announcement of millinery opening.  
From The Denver Republican.*

## What Woman Will Wear On Her Head

It is useless to pretend that any one style is going to prevail this winter, for so varied are the new shapes that the most contradictory models are equally good. The brims are all of the rolling variety, and the soft lines thus obtained are most becoming. Terra-cotta is again with us; dull goblin greens, smoke grays, toupe and wistaria, the new lavender tone of blue. A striking feature of the new trimming is the enormous flower effect in "ghost" shades—for instance, a vivid blue rose has been treated until its shade is that of heavy mist, cerise becomes old rose and emerald becomes sea green. But we invite our customers to examine for themselves the assortment of autumn models which will be exhibited to-morrow.

THE DANIELS & FISHER  
STORES CO.,  
Denver, Colo.



Now doesn't this make quite as good an impression as though it announced a cut from \$20 to \$15? From the Philadelphia Record.

Happy name for a laundry soap. From the Arizona Republican, Phoenix, Ariz.

### A Real \$15 Serge Suit for Men for \$15

Not very startling the first time you read it! You see \$18, \$20, \$30 suits offered at \$15 at some stores and it seems bigger.

*But when you see the suits side by side, it is different.*

\$5,000 in green goods for \$1,000 real money looks good to the victim until he opens the satchel—then it is also different.

These \$15 Serge Suits are New—fresh from the Tailors in fact.

The Quality of the Serge is there, the Tailoring is there, and behind them is the Wanamaker Guaranty.

They are sold closer to actual cost than any \$15 serge suits in town. When we say a real \$15 worth we want to emphasize the word real. That's the whole point of the story.

JOHN WANAMAKER,  
Philadelphia.

Most women are curious about the new things to wear, and that's one reason why it often pays to make a noise about novelties. From the Philadelphia Evening Bulletin.

### See the "Eppo!"

What is the "Eppo?"  
The very newest Petticoat. Here first, of course—this is the Store that gets the new things first. And here only.

Fits, without alteration, any size of waist from 20 to 28 inches.

The back is shirred flat on an elastic—this stretches to fit the waist.

Closes in front, at side, with glove snaps—no strings.

But come and see the "Eppo!"

Of silk—black, white, tan, gray, brown, Copenhagen blue, green—\$5.00 to \$9.00. Of rustling Heatherbloom, black—\$2.75.

STRAWBRIDGE &  
CLOTHIER,  
Philadelphia, Pa.

### Sunny Monday Soap

is the perfect Laundry Soap, made from the highest grade material. It is Pure, White, Efficient. With it you can wash everything in any water at any temperature, and it makes clothes clean and takes hard labor out of washing.

SUNNY MONDAY does as much cleaning as two bars of any other soap, because it is ALL SOAP.

I always keep it in stock because it's GOOD and gives satisfaction.

FRANK GRIEBEL'S,  
218 W. Wash. St.,  
Phoenix, Ariz.

A strong heading. From The Daily True American, Trenton, N. J.

### You Are in Great Luck If You Happen to Wear a 40, 42 or 44 inch Shirt Waist

Since a week ago more large size waists have been sold here than we have any record of in equal period, in the store's many years of shirt waist selling. Three very important features that make it so: First, price; then variety and qualities.

For \$1.00 kinds, 50c.  
For \$1.25 kinds, 60c.  
For \$1.50 kinds, 80c.  
For \$1.50 to \$2 kinds, 90c.

Made of imported white Linen de Indias, white long-cloth, Muslin de Irelands and nainsooks. Trimmed kinds, most of them, trimmed with embroidery and tucks and lace and tucks, others with embroidery design fronts and tucked backs, some with stocks, some with collars. Royals and other well known makers' kinds.

S. P. DUNHAM & CO.,  
Trenton, N. J.



# The New York Tribune

**Makes good for  
advertisers be-  
cause it goes  
to the homes  
of people who  
buy and pay.**

**¶ If your ad-  
vertising is ad-  
dressed to this  
class of people  
you can use  
space profit-  
ably in**

# The New York Tribune



## Who Owns the Earth?

*"The conservation of our natural resources is vastly the most important question before the American people."—President Theodore Roosevelt.*

The leading feature of the

### Technical World Magazine

for 1909 will be a series of articles answering this question.

Once the people know who own a majority of our natural resources, and how these owners got possession, they will be in a position to deal intelligently with the great question.

Suppose two or three men own one-half the standing timber of the United States?

Suppose one man owns land greater in area than the State of Massachusetts—while millions own not a square inch?

Suppose a few railroad companies own the great majority of the coal deposits of the country?

Suppose eight-tenths of the oil wells are controlled by one corporation?

Suppose ninety per cent of the iron deposits are owned by one great trust?

Can you, as a citizen, afford to be ignorant of such a situation? Can you, as a voter, cast your ballot on great questions of public policy without this knowledge?

The first article will appear in January. It will create a sensation. And the sensation will grow greater with each succeeding issue.

This series—written by Henry M. Hyde, the well-known novelist and short-story writer—will certainly prove the greatest magazine feature of the year.

As an advertising man you know what that means in increased circulation, influence and pulling power.

Invite us to call on you before the rush begins.

**E. E. PHILLIPS,**  
Eastern Advertising Manager,  
1 Madison Avenue,  
New York City.

**H. W. WALKER,**  
Advertising Manager,  
Chicago, Ill.



¶ This beautifully bound book,  $6\frac{1}{4} \times 9\frac{1}{2}$ , will be sent to any responsible business house on request.

The CHELTENHAM Press  
150 Fifth Avenue  
Southwest Corner of Twentieth Street  
New York